

PROGRAM SEQUENCE

SEMESTER 1 (4 months)

Term 1: 2 months

BUS101 Cross-Cultural Communication
 BUS107 Business Correspondence
 BUS109 Workplace Preparation

Term 2: 2 months

BUS102 Interpersonal Skills for the Workplace
 BUS103 Marketing Essentials
 BUS106 Customer Service Skills

2 week break

SEMESTER 2 (4 months)

BUS122 Co-op

SEMESTER 2 (2 weeks)

BUS111 Capstone



* course schedule is subject to change without notice

HIGHLIGHTS

- Provides students with the fundamental knowledge of business procedures and customer relationships that are required to succeed in customer service and sales environments.
- Students will learn how to communicate effectively and confidently in a Canadian work environment
- Academic learning is applied to real-life employment in the customer service industry
- Full support for individual co-op placement by the College staff

PROGRAM DESCRIPTION

Upon graduation, students will successfully enter and move forward in their careers as customer service professionals. Students will learn how to maximize their customer service skills to improve overall customer and business relationships and how to implement strategies to communicate effectively in diverse work environments.

CO-OP

The Co-op is an integral component of the program as it will provide students with an opportunity to integrate academic studies with related employment experience. Students will enhance workplace skills and theory learned during their academic semesters through hands-on practice and return to the classroom with new perspectives gained from their employment. Graduates will be able to demonstrate knowledge and practical skills in public and customer relations such as strategies to meet the needs of multi-cultural customers, communicate effectively across cultures, work as part of a team, problem-solve and manage difficult customer situations, develop customer relationships and create value for their employer.

OVERVIEW

Program Length	<ul style="list-style-type: none"> • 8 months • Academic: total 350 hours • Co-op: total 336 hours 								
Potential Career Opportunities	<ul style="list-style-type: none"> • Retail Salesperson • Administrative Assistant • Client Services • Restaurant Service Provider • Guest Service Representative 								
English Admission Requirements	<ul style="list-style-type: none"> • IELTS 5.5 • Vanwest College English Level 6 with a final grade of 75% or above, or • Vanwest College English Placement test: Level 7 								
Academic Admission Requirements	<ul style="list-style-type: none"> • High School Diploma (Grade 12) or • General Education Development (GED) or • Mature student status 								
Start Date	<ul style="list-style-type: none"> • 2016: September 12, November 7 • 2017: January 3, February 27, April 24, June 19, August 14, October 10, December 4 								
Fees	<table> <tr> <td>• Tuition:</td> <td>\$8,135</td> </tr> <tr> <td>• Registration Fee:</td> <td>210</td> </tr> <tr> <td>• Test / Assessment Fee:</td> <td>250</td> </tr> <tr> <td>• Total Fee:</td> <td>\$8,595</td> </tr> </table>	• Tuition:	\$8,135	• Registration Fee:	210	• Test / Assessment Fee:	250	• Total Fee:	\$8,595
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Credential Upon Graduation	<ul style="list-style-type: none"> • Professional Customer Service Co-op Certificate issued by Vanwest College 								

PROGRAM SCHEDULE

	MON	TUE	WED	THUR
3:30 - 6:00 PM	Lecture 1	Lecture 3	Lecture 1	Lecture 3
6:15 - 8:45 PM	Lecture 2	Group Work 1	Lecture 2	Group Work 1
		Group Work 2		Group Work 2
		Group Work 3		Group Work 3



COURSE DESCRIPTION

BUS 101 Cross-Cultural Communication

This highly interactive, face-to-face course provides an understanding of the interpersonal communication skills required to develop constructive relationships in the multicultural workplace. This course explores foundational theory, sources of interpersonal difference and barriers to understanding are examined.

BUS 102 Interpersonal Skills for the Workplace

This highly interactive course provides opportunities for students to develop teamwork, interpersonal, speaking and listening, problem solving, and leadership skills in a face-to-face setting. Core components include foundational interpersonal communications theory, verbal and non-verbal communications skills, and ethical interpersonal behaviour.

BUS 103 Marketing Essentials

This introductory course examines the application, management, and trends of marketing in the Canadian and global marketplace. Students will explore the primary elements of the Marketing mix (Product, Price, Promotion, and Place); how to utilize the elements of the Marketing mix to create value for the customer, and how to satisfy consumer needs.

BUS 106 Customer Service Skills

This course provides knowledge and practical skills in public and customer relations. Topics include interpersonal relations; positive customer attitudes and awareness; image and professionalism; quality customer service; special needs customers; dealing with difficult customers; conflict resolution and negotiation; public speaking; and media relations.

BUS 107 Business Correspondence

This "hands-on" course covers communication theory, aspects of written communication, and introduces students to public speaking. On completion of this course, students will be able to: package thoughts clearly, and provide clearer communication of both written and verbal messages, write error free business-related documents.

BUS 109 Workplace Preparation

This course covers basic skills involved in finding and securing employment. The topics in this course all relate to job search strategies, including creating an effective resume, writing a professional cover letter, practicing interview techniques, networking, using the Internet to job search, and understanding labour services.

BUS 111 Capstone Assignment

After completing your Co-op Work Placement, you are required to submit a report summarizing your learning and experience which may include a combination of written report, journal, portfolio, or other media. This will help you create your report.

BUS 122 Co-op Placement

As an integral part of the Commerce & Marketing Co-op Diploma, the Co-op is designed not only to provide a period of full time productive employment in the Canadian work place, but also enable students to apply classroom theory and skills to that employment. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. Students will be able to perform multifaceted business functions in occupations such as: customer and information service representative, retail salesperson, financial support worker, marketing coordinator, project coordinator, advertising assistant, and small business owner.