

# Commerce & Marketing Co-op Diploma

## 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  
 BUS105 Principles of Management

2 week break

### SEMESTER 2 (5 months)

BUS122 Co-op

2 week break

### SEMESTER 3 (4 months)

Term 1: 2 months  
 BUS114 Introduction to Accounting  
 BUS108 Sales Skills and Strategies  
 BUS105 Principles of Management

Term 2: 2 months  
 BUS118 Finance  
 BUS119 Sales Management  
 BUS104 Organizational Behaviour

2 week break

### SEMESTER 4 (5 months)

BUS122 Co-op

2 week break

### SEMESTER 5 (4 months)

Term 1: 2 months  
 BUS121 Market Research  
 BUS120 E-Commerce  
 BUS117 Leadership Skills

Term 2: 2 months  
 BUS116 Project Management  
 BUS115 Social Media Marketing  
 BUS111 Capstone



\* course schedule is subject to change without notice

## HIGHLIGHTS

- Increased opportunity for employment in vital labour industries such as Business, Finance and Administration, Management and Sales and Service occupations where about half of projected job openings are expected to be (BC 2024 Labour Market Outlook)
- Gain the skills and hands-on experience today's employers are looking for
- Receive Professional Sales Certificate issued by Canadian Professional Sales Association
- Full student support for co-op work placement and career development

## PROGRAM DESCRIPTION

This 2-year Diploma program focuses on the fundamental principles of business and gives graduates hands-on skills to gain employment in the commerce and marketing sector. The program incorporates current business concepts and real-life examples to illustrate a global view of the corporate commerce and marketing environment. Students will study from a broad range of subjects including marketing principles, customer relationship, the process of market research and financial management. Students are given ample opportunity to practice, apply, and develop their marketing and commerce skills under the guidance of instructors with a wealth of experience and knowledge.

## CANADIAN PROFESSIONAL SALES ASSOCIATION

- The Certified Sales Professional (CSP) designation is the North American standard for sales excellence. Members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents.
- More and more often, hiring managers are asking for the CSP designation, and the standards it represents. Having CSP tells the hiring manager that students are competent, ethical, consultative sales professionals, demonstrating their deep commitment to excellence and achievement.



## CO-OP

The Co-op is an integral component of the Commerce and Marketing Co-op Diploma program as it will provide students with an opportunity to integrate academic studies with related employment experience. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. Graduates will be able to perform multifaceted business functions such as project management, business analysis, accounting, sales, teamwork, and research to support the marketing activities of an organization.

## OVERVIEW

Program Length	<ul style="list-style-type: none"> <li>• 22 months</li> <li>• Academic: total 966 hours</li> <li>• Co-op: total 840 hours</li> </ul>
Potential Career Opportunities	<ul style="list-style-type: none"> <li>• Technical Sales Representative</li> <li>• Advertising Assistant</li> <li>• Marketing Coordinator</li> <li>• Entrepreneur</li> </ul>
English Admission Requirements	<ul style="list-style-type: none"> <li>• IELTS 5.5</li> <li>• Vanwest College English Level 6 with a final grade of 75% or above, or</li> <li>• Vanwest College English Placement test: Level 7</li> </ul>
Academic Admission Requirements	<ul style="list-style-type: none"> <li>• High School Diploma (Grade 12) or</li> <li>• General Education Development (GED) or</li> <li>• Mature student status</li> </ul>
Start Date	<ul style="list-style-type: none"> <li>• 2016: September 12, November 7</li> <li>• 2017: January 3, February 27, April 24, June 19, August 14, October 10, December 4</li> </ul>
Fees	<ul style="list-style-type: none"> <li>• Tuition: \$18,820</li> <li>• Registration Fee: 210</li> <li>• Test / Assessment Fee: 250</li> <li>• <b>Total Fee: \$19,280</b></li> </ul>
Credential Upon Graduation	<ul style="list-style-type: none"> <li>• Commerce &amp; Marketing Co-op Diploma issued by Vanwest College</li> <li>• Professional Sales Certificate issued by the Canadian Professional Sales Association</li> <li>• Reference letter(s) from Co-op work placement</li> </ul>

## 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 104 Organizational Behaviour**

This course provides an overview of organizations and management from the behavioural sciences perspective. The course explores factors shaping individual, group, organizational and cultural dynamics. Students will apply the concepts and discuss the various perspectives to better enable them to examine their own behaviour and beliefs.

### **BUS 105 Principles of Management**

This course covers the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Students will develop an overview of the functional areas of business and an understanding of the complex world in which organizational decisions are made. Emphasis is placed on how functional areas are integrated to achieve goals.

### **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 108 Sales Skills & Strategies**

This course provides comprehensive coverage of consultative selling, strategic selling, relationship selling, partnering, value-added selling, and sales force automation developing a presentation strategy and management of self and others. Students investigate, discuss, and report their findings to the class.

### **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 110 Business Language Skills (BULATS)**

BULATS (Business Language Testing Service) is an effective assessment tool which can assist companies and organizations to assess the language proficiency of current and aspiring employees. Students will study modern business examples to see, understand, and use key business concepts and vocabulary in context.

### **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 114 Introduction to Accounting**

This course will introduce the concepts of accounting within the context of business in a Canadian environment. Students develop the ability to prepare and analyze the financial statements of public corporations. Topics include accounting as an information system; introduction to income measure; the accounting cycle; cash and financial statements.

### **BUS 115 Social Media Marketing**

This course provides an overview of social media in order to understand its use in building business relations. Students will explore how to develop social media marketing initiatives that are designed to meet business objectives. Students will learn how to maintain an effective online presence that goes beyond Facebook and Twitter.

### **BUS 116 Project Management**

This course will present the essential skills students need to make effective contributions and to have an immediate impact on the completion of projects. Coverage of the latest business developments and challenges acquaint students with issues such as project constraints, stakeholder issues, the project charter.

### **BUS 117 Leadership Skills**

Students develop strong interpersonal skills and increase their awareness of the importance of people skills in today's organizations. They develop critical core skills along with individual performance through group interactions, role playing, lectures and practice sessions. They will focus on the role of supervisors and managers at the front-line.

### **BUS 118 Finance**

This course provides students with introduction to the theories, applications, and financial tools within a corporate financial environment. Topics include: forms of business, financial statement analysis, ratios, cash flows, valuation of future cash flows, valuation of securities, raising capital and project evaluation and analysis.

### **BUS 120 E-Commerce**

Students examine how the Internet is rapidly becoming one of the primary communication, marketing and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. This course will familiarize students with emerging e-commerce business models and technologies.

### **BUS 121 Market Research**

The main objective of this course is to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems. Topics include an overview of market research and research design, exploratory research; descriptive research; scaling; sampling; and data analysis.

### **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.