



Business Communication Management with Co-op

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The basic program is divided into two modules, each lasting 4 weeks. The first module focuses on business communication skills, such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. Students will familiarize themselves with communication tools that are mainly used in North America. In the second module, students will learn essential workforce entry skills and business documentation skills. Students will also gain knowledge in the three areas of effective presentation: content, design and oral presentation. Through a variety of projects students will apply skills and knowledge in both print and digital presentation.

Additionally, students will have an option to choose two Business courses building upon the basic business skills.

A Co-op has been added so that students can apply all theory and skills learned to a practical situation.

Diploma Program

Total program hours: 520 Hours
 Full-Time program length: 26 Weeks
 (Excludes holidays and/or approved leave of absence)
Program content is subject to change

Minimum Entrance Requirements

Grade 12 / GED or mature student status. Applicants must successfully complete the admissions interview and entrance assessment.

Note: English level assessment will be required for International students.

TOEFL score min CBT 190

Recommended that students have a working familiarity with written and spoken English Advanced (TOEFL CBT 190 or BCM Level).

Diploma Requirements

60% average upon successful completion of all courses, including courses given a complete.

Courses

Code	Course Name
BE005	Foundations of Canadian English <ul style="list-style-type: none"> Apply appropriate business terminology Create effective sentences and paragraphs that demonstrate correct grammar usage (articles, modal verbs compound nouns, passive and direct structures) Identify key elements of key business documents (letters, memos, emails)
BE109	Business and Culture <ul style="list-style-type: none"> Developing cultural aptitude and effective communication skills Prepare for or improve international communications, marketing, building relationships
BU566	Fundamentals of Business Communications <ul style="list-style-type: none"> Preparing and formatting professional reports Using spreadsheets for decision making Effective internet research techniques
COOP13	Co-op Work Term (13 weeks) (Comp/Inc) <ul style="list-style-type: none"> Mandatory schedule of alternating class sessions and work terms. Adherence to the program scheduling format is mandatory and is designed to provide the prospective candidate with valuable exposure to language usage in a work setting. The alternating classroom sessions allow the student to maximize the lessons taught within the curriculum.
GE002	Strategies for Student Success (Comp/Inc) <ul style="list-style-type: none"> Computer basics/file management Goal setting, note taking, problem solving, team work Overview of policies & procedures Demonstrate ability to use MS Word and MS PowerPoint
GE131	Powerful Presentations <ul style="list-style-type: none"> Effective presentation using MS Office PowerPoint

OPTIONS - CHOOSE TWO OF THE FOLLOWING:

- HR113 - Human Resources Management
- MG111 - Administrative Management Principles
- MG112 - Management Leadership
- MG121 - Negotiation and Conflict Management
- MK111 - Contemporary Marketing
- MK112 - Marketing Research and Planning



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MK121 - Sales Strategies
MK151 - Strategic Digital Marketing
MK152 - Digital Marketing Technologies