



# DIPLOMA IN BUSINESS COMMUNICATIONS CO-OP

- Learn the key principles of business communication strategies for collecting and presenting information.
- Gain objective knowledge about what positively and negatively affects customers' experience.
- Learn ways to support organizational goals through team projects and performance management.
- Learn strategies and techniques to establish and implement a personal professional development plan

## Campus

Vancouver, Toronto

## Program Length

**Daytime: 48 weeks** (24 weeks academic study + 24 weeks work experience)

**Evening (Vancouver Only): 88 weeks** (48 weeks academic study, includes scheduled breaks + 40 weeks work experience)

*Schedules will be adjusted in December to accommodate public holidays.*

## 2020 Start Dates

**Daytime:** Dec 30, 2019, Jan 27, Feb 24, Mar 23, Apr 20, May 19, Jun 15, Jul 13, Aug 10, Sep 8, Oct 5, Nov 2, Nov 30

**Evening (Vancouver Only):** Jan 13, Mar 9, May 4, Jun 29, Aug 24, Oct 19

## 2020 Fees

|                   |                 |
|-------------------|-----------------|
| Registration fee: | <b>\$150</b>    |
| Daytime Tuition:  | <b>\$10,575</b> |
| Evening Tuition:  | <b>\$13,825</b> |
| Material fee:     | <b>\$600</b>    |

*All fees are in Canadian dollars. Additional fees apply for CIM certification, please contact Greystone College for details.*

### Co-op program includes:

Documentation support, interview and job preparation, résumé building, monitoring throughout the co-op placement, and job search tips.

*The student is responsible for the payment of any government fees related to the application for a work permit and the extension of study permit.*

## Entry Requirement

- Students who are interested in attending Greystone College must have completed (graduated from) their final year of general schooling or GED, or have mature student status.
- All applicants whose first language is not English must demonstrate an Intermediate 2 level of English with Greystone's online written test and speaking interview.
- All students must have their own device (tablet/phone/laptop) to access course materials through our Learning Management System (LMS).

*The online written and speaking test is exempt if iBT 45, IELTS 4.5 or ILSC Intermediate 2 is presented.*

*If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.*

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## Program Description

The Diploma in Business Communications provides students with a diverse range of skills and knowledge. Students will develop the technical skills they need for business, as well as critically important soft skills that are highly sought after by employers, like effective communication and teamwork in the work place. Through the work experience component students will strengthen their resume with Canadian workplace experience.

## Co-op Work Experience

This Work Experience is an integral part of the Co-op program. Students will apply the theories learned in class in real world work settings that are relevant to their field of study and align with the learning objectives of the program. Program Orientation and Pre-Placement prepares students' for finding a suitable placement. Throughout the work experience term, you will receive the support and guidance of a dedicated Co-op Program Advisor who will work with you and ensure that you receive all the support that is needed to successfully complete the program.

## Program Schedule

### Daytime Program Schedule

Students taking the daytime program will follow the same course schedule from 9:00 AM–2:30 PM during all study portions. During the first 24 weeks of the program, students will also take 4 weeks of Work Placement Skills classes during the afternoon 2:45–4:00 PM block to prepare for their co-op.

| 24 WEEKS ACADEMIC STUDY             |          | 24 WEEKS CO-OP WORK EXPERIENCE             |
|-------------------------------------|----------|--|
| MON-THU                             | FRI      |  |
| 9:00 AM–12:00 PM Class              |          | Work schedule as per employer requirements |
| 12:00–1:00 PM Lunch                 | No Class |  |
| 1:00–2:30 PM Class                  |          |  |
| 2:45–4:00 PM Work Placement Skills* |          |  |

\* The Work Placement Skills course runs during the 1st and 4th months of your program.

### Evening Program Schedule (Vancouver Only)

Students taking the evening program will begin their program with 2 weeks of Work Placement Skills: Part 1 before taking their first 6 week program course. In between each 6 week course, students will take a 2 week break before starting their next course. At the end of the fourth course, students will complete 2 weeks of Work Placement Skills: Part 2 before commencing the co-op work placement.

| 48 WEEKS ACADEMIC STUDY                              |   |   | 40 WEEKS CO-OP WORK EXPERIENCE             |
|--|---|---|--|
| MON-THU  |   |   |  |
| 5:15–6:30 PM Work Placement Skills: Part 1 (2 weeks) | 5:15–9:00 PM Course (6 weeks / course 36 weeks total) | Scheduled Break 2 weeks between each course (8 weeks total) + Work Placement Skills: Part 2 (2 weeks) | Work schedule as per employer requirements |

|                       | COURSE NAME  | DESCRIPTION  |
|-----------------------|--|--|
| ACADEMIC STUDY        | <b>COMMUNICATION FOR THE WORKPLACE</b>                 | In this course students will learn the key principles of business communication, becoming aware of different means of communication and building effective strategies for collecting and presenting information.   |
|                       | <b>PROFESSIONAL BUSINESS DOCUMENTS</b>                 | In this course students will learn to adapt the style and layout of documents to their intended audience, while respecting the organization's policies regarding document integrity.   |
|                       | <b>PROFESSIONALISM IN A DIVERSE WORKPLACE</b>          | In this course students will learn best approaches to establishing effective workplace relationships valuing diversity and respecting protocols.   |
|                       | <b>CUSTOMER RELATIONSHIP MANAGEMENT</b>                | This course deals with the importance of customer expectations and how CRM influences customer experiences. It identifies how customers' experience and perception of an organization can be beneficial or detrimental to its success. In this course of study students will gain objective knowledge about what positively and negatively affects customers' experience.  |
|                       | <b>BUSINESS EXCELLENCE IN TEAM MANAGEMENT</b>          | This course teaches effective approaches to team management and communication within a team. Students will look objectively at the benefits and value of teamwork and learn about the importance and prominence of teamwork in the professional workplace. In this course, students will learn ways to support organizational goals through team projects and performance management.  |
|                       | <b>PERSONAL DEVELOPMENT: STRATEGIES AND TECHNIQUES</b> | In this course students will learn strategies and techniques to establish and implement a personal professional development plan to strive for efficiency and effectiveness in business. Students will reflect on their personal Self-Awareness through assessing their values, strengths and weaknesses as well as their vision in life. This will also help students set meaningful life and career goals, align with their goals more effectively and understand oneself in relation to others. |
|                       | <b>WORK PLACEMENT SKILLS</b>                           | In this course, students will prepare for the Canadian workplace. This course is very useful to students registered in a co-op program. It rapidly prepares students to apply for jobs and ensures their résumés and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number (SIN).  |
| CO-OP WORK EXPERIENCE | <b>CO-OP WORK EXPERIENCE</b>                           | During the co-op work placement, students will put their skills into practise in a local workplace in a position related to their specific program objectives. Students will be required to complete job tasks as assigned to them by the employer. In addition, students are required to provide regular feedback (monthly, mid-term and final) on their work experience to Greystone College using prescribed reporting forms.   |

## The Co-op Work Experience could include entry-level positions in the following areas

- Office Administrator
- Liaison Officer
- Planning Officer
- Team Leader
- Customer Relationship Officer