



# DIPLOMA IN BUSINESS COMMUNICATIONS

- 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

## Program Length

**Daytime:** 26 weeks

**Evening:** 48 weeks

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

## 2019 Start Dates

**Daytime:** Jan 2, Jan 28, Feb 25, Mar 25, Apr 23, May 21, Jun 17, Jul 15, Aug 12, Sep 9, Oct 7, Nov 4, Dec 2

**Evening:** Jan 2, Feb 12, Apr 8, Jun 3, Jul 29, Sep 23, Nov 18

## 2019 Fees

Registration fee:	<b>\$150</b>
Daytime Tuition:	<b>\$9,750</b>
Evening Tuition:	<b>\$11,700</b>
Material fee:	<b>\$600</b>

*All fees are in Canadian dollars.*

*Additional fees apply for CIM certification, please contact Greystone College for details*

## Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma, GED or mature student status.
- All applicants whose first language is not English must demonstrate an Intermediate 2 level of English with Greystone College's online written, speaking or pre-test.

*The online written and speaking test is exempt if TOEFL 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.*

## 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, like communication and teamwork, that employers seek.

Successful graduates of the program will be able to apply a broad range of competencies in varied work contexts, using some discretion, judgment and relevant theoretical knowledge. They will be able to provide technical advice and support to a team and individuals.

## Program Schedule

### Daytime Program Schedule

Students taking the daytime program will follow the same course schedule every week throughout their entire 26 week program.

TIME	MON-THUR	FRI
9:00 AM-12:00 PM	Class	Class
12:00-1:00 PM	Lunch	No class
1:00-2:30 PM	Class	

### Evening Program Schedule

Students taking the evening program will begin their program with 2 weeks in the Job Search Preparation Course before taking their first 6 week course. After every 6 week course, students take a 2 week break before starting their next course.

FIRST 2 WEEKS	ACADEMIC STUDY	BREAK
MON-THU	MON-THU	MON-THU
5:15-6:30 PM Job Search Preparation (2 weeks only)	4:15-9:15 PM Course (6 weeks / course 36 weeks total)	<b>Scheduled Break</b> 2 weeks between each course- 10 weeks total

COURSE NAME	DESCRIPTION
<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>JOB SEARCH PREPARATION</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.

*\*The curriculum is subject to change.*