

PROGRAM SEQUENCE

SEMESTER 1 (4 MONTHS)

TERM 1 - 2 Months

BUS 101 Cross-Cultural Communication
 BUS 107 Business Correspondence
 BUS 109 Workplace Preparation

TERM 2 - 2 Months

BUS 102 Interpersonal Skills for the Workplace
 BUS 105 Principles of Management
 BUS 106 Customer Service Skills

8-WEEK BREAK

SEMESTER 2 (4 MONTHS)

TERM 1 - 2 Months

BUS 104 Organizational Behaviour
 BUS 114 Introduction to Accounting
 BUS 117 Leadership Skills

TERM 2 - 2 Months

BUS 103 Marketing Essentials
 BUS 115 Social Media Marketing
 BUS 116 Project Management

8-WEEK BREAK

SEMESTER 3 (4 MONTHS)

TERM 1 - 2 Months

BUS 108 Sales Strategies
 BUS 120 E-Commerce
 BUS 119 Sales Management

TERM 2 - 2 Months

BUS 118 Finance
 BUS 121 Market Research

8-WEEK BREAK / JOB-HUNTING

SEMESTER 4 (12 MONTHS)

BUS 122 CO-OP PLACEMENT

- You will be able to work full-time during the co-op terms and part-time during the study terms.
- The schedule is subject to change without notice.
- Friday classes may be provided online.

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
- Full student support for co-op work placement and career development

PROGRAM DESCRIPTION

This 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.

CO-OP

VanWest College's Co-op has a strong system in place and a solid foundation of host company partnerships across various industries; a system that equips students with the adequate knowledge and skills to help them succeed in getting work placement in an English environment. Students receive first-hand experience in how job hunting works in Canada through various activities that offered by Co-op department such as on-campus activities, information sessions etc. Depending on our student needs, the Co-op department will provide regular counselling and training until students secure their placements. 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"> • 30 months (total 120 weeks) • Academic Study 12 months (total 952 hours) • Co-op 12 months (total 952 hours)
Potential Career Opportunities	<ul style="list-style-type: none"> • Technical Sales Representative • Marketing Coordinator • Advertising Assistant • Entrepreneur
English Admission Requirements	<ul style="list-style-type: none"> • VanWest English Placement Test: Level 8, or • Completion of VanWest Level 7 or EAP 300 course with a final grade of 75%+, or • IELTS 5.5+, or TOEFL IBT 65+, or TOEIC 730+, or Duolingo 100+, or Cambridge English Scale 160+, or CEFR B2+
Academic Admission Requirements	<ul style="list-style-type: none"> • High School Diploma (Grade 12), or • General Education Development (GED)
Offered Location	<ul style="list-style-type: none"> • Vancouver
Start Dates	<ul style="list-style-type: none"> • 2025: Feb 18, Aug 5 • 2026: Jan 19, Aug 31
Fees	<ul style="list-style-type: none"> • Tuition: \$19,900 • Application Fee: \$250 • Student Services Fee: \$250 • Total Fee: \$20,400 <p><small>*Textbook costs are not included</small></p>
Credential Upon Graduation	<ul style="list-style-type: none"> • Commerce & Marketing Co-op Diploma • Reference letter(s) from Co-op work placement

SAMPLE PROGRAM SCHEDULE

	Mon	Tue	Wed	Thu	Fri
3:00 - 5:45 PM	Lecture 1	Lecture 3	Lecture 1	Lecture 3	Lecture 1 or 3
6:00 - 9:30 PM	Lecture 2	Lecture 4	Lecture 2	Lecture 4	



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, provide clearer communication of both written and verbal messages, and write error free business-related documents.

BUS 108 Sales 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 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, and the project charter.

BUS 117 Leadership Skills

In this course, students will develop strong interpersonal skills and increase their awareness of the importance of people skills in today’s organizations. They will 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 119 Sales Management

Students prepare for the role of an effective sales manager in today’s hyper-competitive global economy by integrating current technology, research, and strategic planning activities. Topics include the role of the sales manager; the buying and selling processes; customer relationship management; organizing the sales force; sales forecasting and budgeting; selecting, training, compensating, and motivating the salesperson.

BUS 120 E-Commerce

Students examine how the Internet is rapidly becoming one of the primary communication, marketing and commercial mediums 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. Students must submit a reflective task assignment after completion of required Co-op hours.