

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 103 Marketing Essentials

BUS 106 Customer Service Skills

4-WEEK BREAK / JOB-HUNTING

SEMESTER 2 (4 MONTHS)

BUS 112 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

- Provides students with the fundamental knowledge of business procedures and customer relationships that are required to succeed in customer service and sales environments
- Students will learn how to communicate effectively and confidently in a Canadian work environment
- Academic learning is applied to real-life employment in the customer service industry
- Full support for individual co-op placement by the college staff

PROGRAM DESCRIPTION

Students will learn how to maximize their customer service skills to improve overall customer and business relationships and how to implement strategies to communicate effectively in diverse work environments. Upon graduation, students will successfully enter and move forward in their careers as customer service professionals.

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 that helps them succeed in getting work placement in an English environment. Students receive first-hand experience on how job hunting works in Canada through various activities that are offered by the Co-op department such as on campus activities, and 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 demonstrate knowledge and practical skills in public and customer relations such as strategies to meet the needs of multi-cultural customers, communicate effectively across cultures, work as part of a team, problem-solve and manage difficult customer situations, develop customer relationships and create value for their employer.

OVERVIEW

Program Length	<ul style="list-style-type: none"> • 9 months (total 36 weeks) • Academic Study 4 months (total 336 hours) • Co-op 4 months (total 336 hours)
Potential Career Opportunities	<ul style="list-style-type: none"> • Retail Salesperson • Hospitality / Tourism Service Provider • Client Services • Guest Service Representative • Restaurant Service Provider
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, Apr 14, Jun 9, Aug 5, Sep 29, Nov 24 • 2026: Jan 19, Mar 16, May 11, Jul 06, Aug 31, Oct 26, Dec 21
Fees	<ul style="list-style-type: none"> • Tuition: \$8,900 • Application Fee: \$250 • Student Services Fee: \$250 • Total Fee: \$9,400 <p><small>*Textbook costs are not included</small></p>
Credential Upon Graduation	<ul style="list-style-type: none"> • Professional Customer Service Co-op Certificate • 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 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 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 112 Co-op Placement

As an integral part of the Professional Customer Service Co-op Certificate, 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/information service representative, retail salesperson, financial support worker and hospitality/tourism service provider. Students must submit a reflective task assignment after completion of required Co-op hours.