

# DIPLOMA IN BUSINESS COMMUNICATIONS CO-OP



Greystone COLLEGE

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

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

## 2021 Start Dates

**Daytime\*:** Jan 4, Feb 1, Mar 1, Mar 29, Apr 26, May 25, Jun 21, Jul 19, Aug 16, Sep 13, Oct 12, Nov 8, Dec 6

**Evening:** Jan 4, Feb 15, Apr 12, Jun 7, Aug 2, Sep 27, Nov 22

*\*Greystone College Toronto is pausing delivery of most programs in the daytime schedule in 2021, except for the Diploma in Customer Service and Diploma in Customer Service Co-op. Daytime program schedules will resume for start dates in 2022.*

## 2021 Fees

Registration fee:	<b>\$200</b>
Daytime Tuition:	<b>\$10,575</b>
Evening Tuition:	<b>\$13,825</b>
Material fee:	<b>\$600</b>

*All fees are in Canadian dollars.*

**Co-op program includes:** Documentation support, interview & job preparation, résumé building, monitoring throughout the co-op placement, & 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.
- In Toronto only, be at least 18 years of age, and pass a superintendent approved qualifying test.
- 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 35, IELTS 5.0 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 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. After completing the final course, students will start their co-op work placement.

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

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)	4:15-9:15 PM (Vancouver) 5:15-9:00 PM (Toronto) 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

# Diploma In Business Communications Courses

## ACADEMIC STUDY

### COMMUNICATION FOR THE WORKPLACE

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.

### PROFESSIONAL BUSINESS DOCUMENTS

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.

### PROFESSIONALISM IN A DIVERSE WORKPLACE

In this course students will learn best approaches to establishing effective workplace relationships valuing diversity and respecting protocols.

### CUSTOMER RELATIONSHIP MANAGEMENT

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.

### BUSINESS EXCELLENCE IN TEAM MANAGEMENT

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.

### PERSONAL DEVELOPMENT: STRATEGIES AND TECHNIQUES

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.

### WORK PLACEMENT SKILLS

This course is delivered in two parts. It prepares students for the Canadian workplace. This is a requirement for all students registered in a Co-op program. It prepares students for coop work placement as well as the job search and application processes.

## CO-OP WORK EXPERIENCE

### CO-OP WORK EXPERIENCE

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 and final) on their work experience to Greystone College using prescribed reporting forms.

*\*The curriculum is subject to change.*

### 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



## Bring your own device

To ensure our students have the most transformative learning experience we recommend the following minimum device requirements:

- Windows 7 or Mac OS v.10.7 or higher
- Processor: Intel i5-6400 or Ryzen 5 1400 minimum
- Memory: 4 GB recommended
- Screen: 14 inches recommended
- Connectivity: WI-FI and LAN
- Ports: minimum 1 USB 3.0 port
- Mouse and video camera

We recommend purchasing an external numeric keyboard if your device does not already have one. Students are provided with a free Microsoft Office 365 account during their studies.



### THE ONTARIO MINISTRY OF ADVANCED EDUCATION AND SKILLS DEVELOPMENT

The Ontario Ministry of Advanced Education and Skills Development is responsible for the administration of laws relating to education and skills training in the province of Ontario. The Ministry oversees the development and the review of standards for programs of instruction, in order to clearly identify the essential skills and knowledge that graduates of that program must acquire.



### PRIVATE TRAINING ACT OF MINISTRY OF ADVANCED EDUCATION

Greystone College Vancouver is registered and holds a designated certificate under the provisions of the Private Training Act of Ministry of Advanced Education. The Ministry of Advanced Education provides leadership and direction for the world class post-secondary education and training system in British Columbia

