

# vanwest

## **Commerce & Marketing Co-op Diploma**



#### PROGRAM SEQUENCE

#### SEMESTER 1 (4 months)

Tellii I.	2 1110111115
BUS101	Cross-Cultural Communication
BUS107	Business Correspondence

BUS109 Workplace Preparation

Term 2: 2 months

BUS102 Interpersonal Skills for the Workplace

BUS103 Marketing Essentials BUS106 Customer Service Skills

2 week break

#### SEMESTER 2 (5 months)

BUS122 Co-op Placement

2 week break

#### SEMESTER 3 (4 months)

Term 1: 2 months

BUS114 Introduction to Accounting

BUS108 Sales Strategies

BUS104 Organizational Behaviour

Term 2: 2 months

BUS121 Market Research

BUS119 Sales Management BUS105 Principles of Management

2 week break

#### SEMESTER 4 (5 months)

BUS122 Co-op Placement

2 week break

#### SEMESTER 5 (4 months)

Ierm 1: 2 months

BUS120 E-Commerce

BUS115 Social Media Marketing

BUS118 Finance

Term 2: 2 months

BUS116 Project Management

BUS117 Leadership Skills

BUS111 Capstone



\* course schedule is subject to change without notice





#### **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
- Receive Professional Sales Certificate issued by Canadian Professional Sales Association
- Full student support for co-op work placement and career development

#### PROGRAM DESCRIPTION

This 2-year Diploma 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. Students will study from a broad range of subjects including marketing principles, customer relationship, the process of market research and financial management. Students are given ample opportunity to practice, apply, and develop their marketing and commerce skills under the guidance of instructors with a wealth of experience and knowledge.

#### CANADIAN PROFESSIONAL SALES ASSOCIATION





More and more often, hiring managers are asking for the CSP designation, and the standards it represents.
 Having CSP tells the hiring manager that students are competent, ethical, consultative sales professionals, demonstrating their deep commitment to excellence and achievement.

#### CO-OP

The Co-op is an integral component of the Commerce and Marketing Co-op Diploma program that will provide students with an opportunity to integrate academic studies with related employment experience. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. 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><li>22 months</li><li>Academic: total 966 hours</li><li>Co-op: total 840 hours</li></ul>	
Potential Career Opportunities	Technical Sales Representative     Marketing Coordinator	<ul><li>Advertising Assistant</li><li>Entrepreneur</li></ul>
English Admission Requirements	<ul> <li>IELTS 5.5 TOEFL 46–59 or</li> <li>Vanwest College English Level 6 v</li> <li>Vanwest College English Placement</li> </ul>	0
Academic Admission Requirements	High School Diploma (Grade 12) c     General Education Development (     Mature Student Status	
Start Date	<ul> <li>2016: September 12, November 7</li> <li>2017: January 3, February 27, Ap December 4</li> </ul>	ril 24, June 19, August 14, October 10,
Fees	<ul><li>Tuition:</li><li>Application Fee:</li><li>Test/Assessment Fee:</li></ul>	\$18,820 210 250
	Total Fee:	\$19,280
Credential Upon Graduation	<ul> <li>Commerce &amp; Marketing Co-op Dip</li> <li>Professional Sales Certificate issue</li> </ul>	bloma issued by Vanwest College ed by the Canadian Professional Sales

#### PROGRAM SCHEDULE

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	MON	TUE	WED	THUR
3:30 - 6:00 PM	Lecture 1	Lecture 3	Lecture 1	Lecture 3
		Group Work 1		Group Work 1
6:15 - 8:45 PM	Lecture 2	Group Work 2	Lecture 2	Group Work 2
		Group Work 3		Group Work 3

• Reference letter(s) from Co-op work placement

#### 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, and provide clearer communication of both written and verbal messages, 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 111 Capstone Assignment

After completing your Co-op Work Placement, you are required to submit a report summarizing your learning and experience which may include a combination of written report, journal, portfolio, or other media. This will help you create your report.

#### 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, the project charter.

#### BUS 117 Leadership Skills

Students develop strong interpersonal skills and increase their awareness of the importance of people skills in today's organizations. They 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 medium 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.



## **Business Management Co-op Diploma**



#### **PROGRAM SEQUENCE**

#### SEMESTER 1 (4 months)

Term 1: 2 months
BUS101 Cross-Cultural Communication
BUS107 Business Correspondence
BUS109 Workplace Preparation

Term 2: 2 months

BUS102 Interpersonal Skills for the Workplace BUS103 Marketing Essentials

BUS103 Marketing Essentials

BUS105 Principles of Management

2 week break

#### SEMESTER 2 (5 months)

BUS113 Co-op Placement

2 week break

#### SEMESTER 3 (4 months)

Term 1: 2 months

BUS104 Organaizational Behaviour BUS114 Introduction to Accounting BUS115 Social Media Marketing

Term 2: 2 months

BUS116 Project Management BUS117 Leadership Skills BUS111 Capstone



\* course schedule is subject to change without notice

#### **HIGHLIGHTS**

- Business projects and real-life workplace simulations provide practice of critical skills required in today's workplace
- Provides students with familiarity of current opportunities in the job market and teaches techniques to secure relevant employment
- Provides students with an essential business foundation and leadership skills
- Full co-op job placement and career development support

#### PROGRAM DESCRIPTION

The program will provide students with practical skills and strategies as well as specialized knowledge required to be effective leaders and managers. Students will acquire a well-rounded set of essential skills necessary to guide businesses towards meeting their strategic goals. With a focus on real-world business applications of key management concepts, students will develop broad skill sets that may be applied to management, marketing, accounting, communication and leadership.

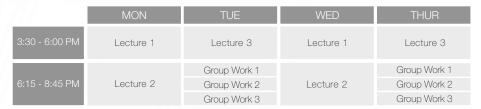
#### CO-OP

The Co-op is an integral component of the Business Management Co-op Diploma program that will provide students with an opportunity to integrate academic studies with related employment experience. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. 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><li>13 months</li><li>Academic: total 630 hours</li><li>Co-op: total 420 hours</li></ul>
Potential Career Opportunities	<ul> <li>Account Services Representative</li> <li>Assistant Project Coordinator</li> <li>Retail Management</li> </ul>
English Admission Requirements	<ul> <li>IELTS 5.5 or TOEFL 46–59 or</li> <li>Vanwest College English Level 6 with a final grade of 75% or above or</li> <li>Vanwest College English Placement test: Level 7</li> </ul>
Academic Admission Requirements	<ul> <li>High School Diploma (Grade 12) or</li> <li>General Education Development (GED) or</li> <li>Mature Student Status</li> </ul>
Start Date	<ul> <li>2016: September 12, November 7</li> <li>2017: January 3, February 27, April 24, June 19, August 14, October 10, December 4</li> </ul>
Fees	<ul> <li>Tuition: \$12,730</li> <li>Application Fee: 210</li> <li>Test/Assessment Fee: 250</li> <li>Total Fee: \$13,190</li> </ul>
Credential Upon Graduation	Business Management Co-op Diploma issued by Vanwest College     Reference letter(s) from Co-op work placement

#### PROGRAM SCHEDULE







#### 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 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, and provide clearer communication of both written and verbal messages, 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 111 Capstone Assignment

After completing your Co-op Work Placement, you are required to submit a report summarizing your learning and experience which may include a combination of written report, journal, portfolio, or other media. This will help you create your report.

#### 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, the project charter.

#### BUS 117 Leadership Skills

Students develop strong interpersonal skills and increase their awareness of the importance of people skills in today's organizations. They 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 113 Co-op Placement

As an integral part of the Business Management 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: project management, business analysis, accounting, sales, teamwork, and research to support the marketing activities of an organization.

## **Professional Customer Service Co-op Certificate**



#### **PROGRAM SEQUENCE**

#### SEMESTER 1 (4 months)

Term 1: 2 months
BUS101 Cross-Cultural Communication
BUS107 Business Correspondence

BUS109 Workplace Preparation

Term 2: 2 months
BUS102 Interpersonal Skills for the Workplace

BUS103 Marketing Essentials
BUS106 Customer Service Skills

2 week break

SEMESTER 2 (4 months)

BUS112 Co-op Placement

SEMESTER 2 (2 weeks

BUS111 Capstone



\* course schedule is subject to change without notice

#### **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

The Co-op is an integral component of the program that will provide students with an opportunity to integrate academic studies with related employment experience. Students will enhance workplace skills and theory learned during their academic semesters through hands-on practice and return to the classroom with new perspectives gained from their employment. 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><li>8 months</li><li>Academic: total 350 hours</li><li>Co-op: total 336 hours</li></ul>			
Potential Career Opportunities	Retail Salesperson     Administrative Assistant     Client Services	<ul><li>Restaurant Service Provider</li><li>Guest Service Representative</li></ul>		
English Admission Requirements	<ul> <li>IELTS 5.5 TOEFL 46–59 or</li> <li>Vanwest College English Level 6 with a final grade of 75% or above or</li> <li>Vanwest College English Placement test: Level 7</li> </ul>			
Academic Admission Requirements	<ul> <li>High School Diploma (Grade 12) or</li> <li>General Education Development (GED) or</li> <li>Mature Student Status</li> </ul>			
Start Date	<ul> <li>2016: September 12, Novem</li> <li>2017: January 3, February 2 December 4</li> </ul>	nber 7 7, April 24, June 19, August 14, October 10,		
Fees	<ul><li>Tuition:</li><li>Application Fee:</li><li>Test/Assessment Fee:</li><li>Total Fee:</li></ul>	\$8,135 210 250 <b>\$8,595</b>		
Credential Upon Graduation	Professional Customer Service     Reference letter(s) from Co-co	ce Co-op Certificate issued by Vanwest College op work placement		

#### PROGRAM SCHEDULE

	MON	TUE	WED	THUR
3:30 - 6:00 PM	Lecture 1	Lecture 3	Lecture 1	Lecture 3
		Group Work 1		Group Work 1
6:15 - 8:45 PM	Lecture 2	Group Work 2	Lecture 2	Group Work 2
		Group Work 3		Group Work 3





#### **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

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

#### BUS 109 Workplace Preparation

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#### BUS 111 Capstone Assignment

After completing your Co-op Work Placement, you are required to submit a report summarizing your learning and experience which may include a combination of written report, journal, portfolio, or other media. This will help you create your report.

#### 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.





## Cross-Cultural Business Communication Diploma



#### **PROGRAM SEQUENCE**

#### SEMESTER 1 (4 months)

lerm 1:	2 months
BUS110	Business Language Skills (BULATS 1
BUS101	Cross-Cultural Communication

Term 2: 2 months

BUS107 Business Correspondence BUS110 Business Language Skills (BULATS 2)

#### **HIGHLIGHTS**

- Focus on career development that provides students with the tools necessary to work successfully in international and multicultural work environments
- Develop confidence to communicate effectively in oral and written English communication
- Apply cross-cultural communication skills and strategies to the workplace
- Students are eligible to work part-time with off-campus work provision

#### SEMESTER 2 (2 months)

#### Term 1: 2 months

BUS102 Interpersonal Skills for the Workplace

BUS106 Customer Service Skills

BUS109 Workplace Preparation



★ course schedule is subject to change without notice

#### PROGRAM DESCRIPTION

This program provides students with opportunities to develop essential skills and work habits required for success in all types of workplaces. Students will explore the realities of the workplace and examine factors that determine success, while refining their job-search and employability skills. Students will examine group dynamics, learn the value of diversity within groups, improve communication skills and learn practical skills such as resume writing, interview and job-search skills.

#### **OVERVIEW**

Program Length	<ul><li>6 months</li><li>Academic: total 504 hours</li></ul>	
Potential Career Opportunities	Administrative Assistant     Sales Representative     Hospitality / Tourism Service Presentative	Customer Service Representa     Office Workers oviders
English Admission Requirements	<ul><li>IELTS 5.5 TOEFL 46–59 or</li><li>Vanwest College English Level</li><li>Vanwest College English Placer</li></ul>	5 with a final grade of 75% or above or ment test: Level 6 or better
Academic Admission Requirements	<ul><li>High School Diploma (Grade 12</li><li>General Education Developmer</li><li>Mature Student Status</li></ul>	,
Start Date	<ul> <li>2016: September 12, November</li> <li>2017: January 3, February 27, December 4</li> </ul>	er 7 April 24, June 19, August 14, October 10,
Fees	<ul><li>Tuition:</li><li>Application Fee:</li><li>Test/Assessment Fee:</li><li>Total Fee:</li></ul>	\$7,355 210 250 <b>\$7,815</b>
Credential Upon Graduation		nunication Diploma issued by Vanwest College sued by Cambridge English Language Assessm

#### **PROGRAM SCHEDULE**

	MON	TUE	WED	THUR	FRI
3:30 - 6:00 PM	Lecture 1	Lecture 2	Lecture 1	Lecture 2	Lecture 2
		Group Work 1		Group Work 1	
6:15 - 8:45 PM	Lecture 2	Group Work 2	Lecture 2	Group Work 2	





#### 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 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, and provide clearer communication of both written and verbal messages, 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 110 Business Language Skills (BULATS)

BULATS (Business Language Testing Service) is an effective assessment tool which can assist companies and organizations to assess the language proficiency of current and aspiring employees. Students will study modern business examples to see, understand, and use key business concepts and vocabulary in context.

## **Cross-Cultural Business Communication Certificate**



#### **PROGRAM SEQUENCE**

#### SEMESTER 1 (2 months)

Term 1: 2 months

BUS101 Cross-Cultural Communication

BUS107 Business Correspondence

BUS109 Workplace Preparation



\* course schedule is subject to change without notice

#### **HIGHLIGHTS**

- Prepares students for entry-level employment in culturally diverse workplaces where English is the primary language
- Develops awareness of student's own cultural worldview and positive attitude toward cultural differences
- Improves English communication skills in all types of workplaces and develops practical skills such as resume writing, interview and job-search skills
- Develops practical skills such as resume writing, interview, and job-search skills

#### PROGRAM DESCRIPTION

This program will prepare students for entry-level employment in culturally diverse workplaces where English is the primary language. Students will understand the impact of culture in a workplace, improve communication skills and learn practical skills such as resume writing, interview and job-search skills.

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

#### **OVERVIEW**

Program Length	<ul><li> 2 months</li><li> Academic: total 168 hours</li></ul>		
Potential Career Opportunities	Junior or entry-level positions	in a variety of industries	
English Admission Requirements	<ul> <li>IELTS 5.0 TOEFL 35–45 or</li> <li>Vanwest College English Level 5 with a final grade of 75% or above or</li> <li>Vanwest College English Placement test: Level 6 or better</li> </ul>		
Academic Admission Requirements	High School Diploma (Grade General Education Developme Mature Student Status	,	
Start Date	<ul> <li>2016: September 12, November 2017: January 3, February 27 December 4</li> </ul>	per 7 , April 24, June 19, August 14, October 10,	
Fees	<ul><li>Tuition:</li><li>Application Fee:</li><li>Test/Assessment Fee:</li></ul>	\$2,940 210 250	
	Total Fee:	\$3,400	
Credential Upon Graduation	Cross-Cultural Business Com	munication Certificate issued by Vanwest College	

#### 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.

#### **PROGRAM SCHEDULE**

	MON	TUE	WED	THUR
3:30 - 6:00 PM	Lecture 1	Lecture 3	Lecture 1	Lecture 3
		Group Work 1		Group Work 1
6:15 - 8:45 PM	Lecture 2	Group Work 2	Lecture 2	Group Work 2
		Group Work 3		Group Work 3







## Why VanWest?

#### 1. Student Success

The primary goal of VanWest is to assist students in achieving their English language objectives whether they are for business, academic purposes, or pleasure.

#### 2. Individual Student Support

Culturally-diverse staff provide support and services to students and agents from over 20 different countries. Our goal is to help students achieve their English language objectives.

### 3. Quality Teaching Staff

At minimum, VanWest instructors hold an undergraduate university degree and TESOL training from a TESOL Canada recognized school. The teachers are culturally aware, understand the diverse needs of students, and treat learners with dignity and consideration.

#### 4. Small Class Size

With 10 to 12 students per class in Vancouver and 8 to 10 students per class in Kelowna, students receive high-level individual attention that accelerates their English language development.

#### 5. Personal Education Plan

Based on individual language needs, students work with their counsellor to create a Personal Education Plan.

The Plan:

- Helps students understand which courses to study and why.
- Indicates duration of study based on the students desired educational goals.
- Meets personal needs and learning style.
- Is a 100% personalized plan that is re-evaluated and adjusted regularly.

### 6. Quality Assurance & Quality Control

The College is accredited by the BC government and thirdparty organizations through internationally recognized accreditation standards.

## Accreditation and Professional Bodies











## Welcome to VanWest College

VanWest College is a privately owned and operated Canadian English language training institution with campuses located in Vancouver and Kelowna, British Columbia.

Established in 1988, the school has a proven reputation for quality, student satisfaction, and student success. VanWest College is a high-end, qualified, boutique school that offers:

- University/College pathways to prestigious postsecondary schools in Canada and the USA.
- Academic English, General English, and Cambridge BULATS and IELTS preparation courses.
- Custom summer and winter programs.
- Full student support and services.

#### Mission Statement

To deliver English language training that is relevant to learners' present and future needs and is based on principles of second language acquisition and adult learning.

### Vision Statement

To be a leader in the delivery of quality English language services that ensure our students achieve their English language objectives in a safe, inclusive environment that promotes global citizenship.

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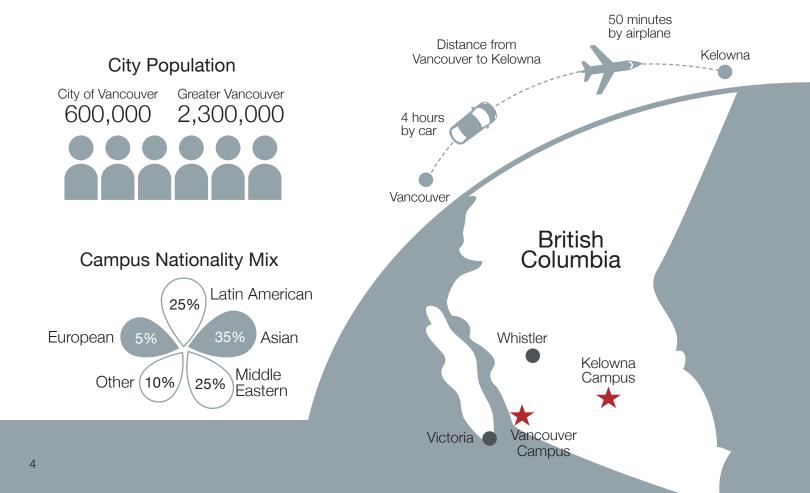




## Vancouver

Consistently listed as one of the world's most livable cities, Vancouver offers spectacular super-natural beauty. With a population of approximately 2 million people from many different cultures, Vancouver has a great variety of activities in an exciting, multi-cultural atmosphere.

Shopping, cultural events, festivals, restaurants, and entertainment are all available, as well as an endless variety of sports and recreation in all seasons. Breathtaking sights are guaranteed!



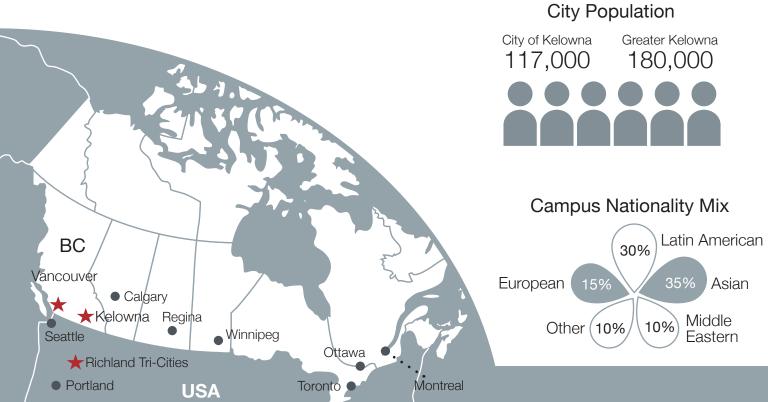




## Kelowna

With big city comforts and small town charm, Kelowna provides all the amenities of big city life: one of-a-kind shops, entertainment, festivals, and vibrant culture. Nestled between Okanagan Lake and rolling mountain ranges, Kelowna provides year round outdoor fun.

Local farms, orchards, and vineyards thrive within a 10-minute drive of the downtown core, and provide fresh summer produce and delicious winter wines. From summer fun to winter ski hills, this community has something for everyone.





## Program Overview

VanWest prepares and guides students to meet their goals from start to finish. The College offers various English courses to meet the needs and the demands of each student, aided through individual attention and personalized study plans.

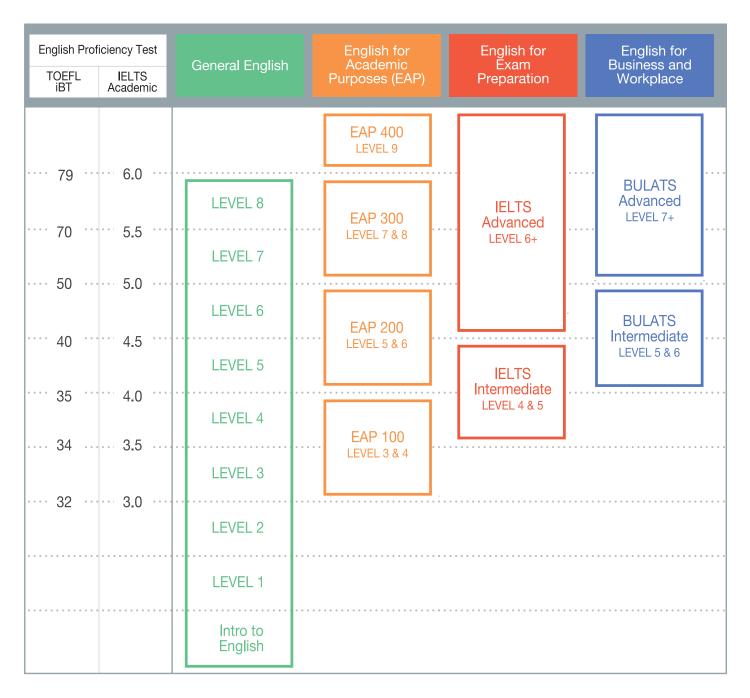
The English language program is based on recent trends in second language acquisition that reflect the needs of the VanWest student population.

Ongoing curriculum review and development considers student feedback, course evaluations, student success rates, and internal stakeholder feedback.

## Time Schedule

Period	Time	Monday to Friday
1	8:30 am - 9:15 am	Core English Session 1 General English / English for Academic Purpose (EAP)
2	9:20 am - 10:05 am	English for Business and Workplace (BULATS) / English for Exam Praparation (IELTS)
Break		
3	10:15 am - 11:00 am	Core English Session 2
4	11:05 am - 11:50 am	General English / English for Academic Purpose (EAP) English for Business and Workplace (BULATS) / English for Exam Praparation (IELTS)
Lunch	11:50 am - 12:50 am	Lunch
5	12:50 pm - 1:35 pm	Elective 1
6	1:40 pm - 2:25 pm	Elective 2
Break		
7	2:35 pm - 3:20 pm	One-to-One

## VanWest Equivalency Chart



## Level Progression

Progression is dependent on a number of considerations including weekly writing and speaking tasks, listening and reading tests, attitude, attendance, and completion of outside classroom course work. To progress to a new level, students must achieve an overall score of 75% or better.



Based on an integrated skill curriculum, CORE classes teach students specific strategies to improve their English while ELECTIVES reinforce the core language skills: reading, writing, listening, and speaking.

Nine language benchmark levels accommodate student progression from a beginner learner with little English skill to advanced language proficiency.

## Highlights of General English

- Personalized Education Plan to track academic progress.
- Theme-based lessons in everyday contexts.
- Weekly lesson assessment.
- Monthly proficiency test.
- 45-minutes lessons

## Core English

#### 20 lessons per week / 4 lessons per day

The Core English option will improve the four language skills: listening, speaking, reading, and writing plus grammar and vocabulary-building. This course is taught using communicative interaction so students will practice and improve their communication skills throughout their time in class.

Speaking & Listening (Two lessons)

Reading & Writing (Two lessons)

## Intensive English

#### 25 lessons per week / 5 lessons per day

The Intensive English option includes Core English lessons plus one additional elective lesson each day. Students can choose from a wide selection of electives designed to further support core language skill development.

Speaking & Listening (Two lessons)

Reading & Writing (Two lessons)

Elective (One lesson)

## **Optimum English**

#### 30 lessons per week / 6 lessons per day

The Optimum English option includes Core English lessons plus two additional elective lessons each day. Students can choose from a wide selection of electives designed to further support core language skill development.



### One-to-One Lessons

One-to-One lessons focus on the learner's individual needs and accelerate language learning. Students benefit from personalized attention, guidance, and feedback from our experienced teachers.



## VanWest Electives

see details at vanwest.com/program/electives.html

Level	0	1	2	3	4	5	6	7	8
Speaking	•	•	•	•	•	•	•	•	•
Communication		•	•	•	•	•	•	•	•
Writing		•	•	•	•	•	•	•	•
Listening		•	•	•	•	•	•	•	•
Grammar		•	•	•	•	•	•	•	•
Pronunciation		•	•	•	•	•	•	•	•
Vocabulary					•	•			
Critical Response					•	•	•	•	•
Digital Communication						•	•	•	•
IELTS Intermediate					•	•			
BULATS Intermediate						•	•		



#### What is IELTS?

IELTS is a universally recognized English proficiency qualification accepted by most English-speaking universities in the world. VanWest IELTS prepares students from intermediate to advanced levels using authentic test materials.

The VanWest IELTS courses will:

- Improve skills in listening, speaking, reading and writing
- Teach students how to study strategically
- Introduce test strategies and teach how to apply them
- Reduce test anxiety

Course Highlights:

- Weekly intake
- Small class size
- Practice skill and pre-IELTS tests
- One-to-one lessons are available



### **IELTS** Intermediate

Entry Prerequisite: VanWest Level 4 to 5

Learning Focus:

IELTS Intermediate is a test preparation class that provides a solid grounding in the key language and skills needed for success on the IELTS test. In addition to reading, writing, speaking, and listening practice, the course focusses on core grammar and vocabulary development.

#### **IELTS Advanced**

Entry Prerequisite: VanWest Level 6+

Learning Focus:

IELTS Advanced will take students to the level required for university admission by covering all four skills, building relevant vocabulary and grammar, and developing learner independence. Students will be encouraged to use language independently with confidence and be motivated to think broadly.



#### What is BULATS?

BULATS measures the ability of non-native speakers to communicate in English in everyday business environments. The course is an excellent choice for students who use, or plan to use, English for business or the workplace.

BULATS instructors are highly experienced professionals with strong academic English and business backgrounds. Students receive monthly pre-tests and the OFFICIAL BULATS test is offered at the College every 4 weeks.

To improve oral communication skills, BULATS students often complement their study with the elective Pronunciation 103 – "Pronunciation for Business Professionals".

Companies that recognize BULATS:

FRANCE - Accenture, Johnson & Johnson, Airbus, Carrefour, Societe', generale, Nestle'

UAE - Emirates

GERMANY - KPMG, Adidas, Siemens

SPAIN - Iberia, Telefonica

BRAZIL - Banco do Brasil

SOUTH KOREA - Hyundai Group, Group SK

JAPAN - Hitachi

SWITZERLAND - Swiss Post

HONG KONG - HSBC





### **BULATS Intermediate**

Entry Prerequisite: VanWest Level 5 to 6

Length: 8 weeks Learning Focus:

- Introduction to business terminology and conceptual learning about essential communication skills.
- Understanding the local and global business communication skills.

### **BULATS Advanced**

Entry Prerequisite: VanWest Level 7+

Length: 12 weeks Learning Focus:

- Tests communication skills needed in real workplace situations.
- Assessment of the effectiveness of business English for real life business situations.



English for Academic Purposes (EAP) courses will prepare students who want to achieve academic success in English speaking colleges and universities. Courses cover a variety of relevant and interesting topics, both Canadian and international.

EAP will provide a solid foundation of academic language skills for students preparing for high stakes official exams such as IELTS and for students who wish to succeed in any post-secondary programs.

## VanWest College EAP courses will help students:

- Focus on time management, group project, and study skills for success.
- Have a solid base of academic reading, writing, listening, and speaking skills.
- Develop problem-solving and critical thinking skills.
- Communicate effectively and confidently in a natural way.
- Prepare and deliver presentations and participate in class discussions.
- Improve organizational skills.
- Feel confident and comfortable in class and the workplace.

## English for Academic Purposes (EAP)

### **EAP 100**

Course Description	EAP 100 emphasizes the integration of reading, listening, speaking, writing, and grammar-building skills for academic success. The goal is to provide a foundation in academic English language to prepare the student to enter EAP 200.
Course Prerequisites	Level 3 with 75% or Placement Test score at Level 3+ proficiency
Course Duration	8 weeks

### **EAP 200**

Course Description	EAP 200 focusses on reading, writing, listening, and speaking in an academic context. The course prepares students to move from intermediate to an advanced level of English.
Course Prerequisites	EAP 100 with 75% or Placement Test score at Level 5+ proficiency
Course Duration	8 weeks

### **EAP 300**

Course Description	EAP 300 integrates the four main skills of English with academic language. Using authentic academic materials, the course provides practical help in developing essential skills for academic study.
Course Prerequisites	EAP 200 with 75% or Placement Test score at Level 7+ proficiency
Course Duration	12 weeks

### **EAP 400**

Course Description	EAP 400 is an advanced English course designed to prepare students to attend university or college at an English-speaking institution. Upon completion of EAP 400, students may apply to VanWest partner college and universities without any further language requirement.
Course Prerequisites	EAP 300 with 75% or Placement Test score at Level 8 proficiency
Course Duration	12 weeks



Pathway Courses assist international students who want to study at colleges or universities in Canada and the US. Upon completion of the Pathway requirement, students meet the language requirement and may then apply directly to partner post-secondary institutions without further language testing.



## Universities

University of Waterloo I+I

uwaterloo.ca

Popular Programs:

Engineering, Mathematics, Science, Arts

Pathway Requirement:

FAP 400



Lakehead University [+]

lakeheadu.ca

Popular Programs:

Business, Computer Science, Chemical Engineering

Pathway Requirement:

**EAP 300** 



University of Regina I+I



uregina.ca

Popular Programs:

Business Administration, Engineering, Science

Pathway Requirement:

Level 8



Washington State University



wsu.edu

Popular Programs:

Business, Education, Engineering, Viticulture, Enology

Pathway Requirement:

**EAP 300** 



Texas Wesleyan University



txwes.edu

Fairleigh Dickinson University - Vancouver

view.fdu.edu/

Popular Programs:

Art and Letters Natural and Social Sciences

Pathway Requirement:

Level 6



Popular Programs:

**Business Administration** Science: Information Technology

Pathway Requirement:

Level 7 or BULATS B2



## Colleges

Yukon College I+I



yukoncollege.yk.ca

#### Popular Programs:

Computer Support Technician Culinary Arts

Pathway Requirement:

Level 7



College of New Caledonia



www.cnc.bc.ca

Popular Programs:

Business Health and Human Services Pathway Requirement:

EAP 300



The Art Institute | | • | Vancouver

Popular Programs:

Graphic Design, Interior Design Digital Film & Video Production

www.artinstitutes.edu/ vancouver



VanWest Pathway English Requirement:

Level 6 or EAP 200



## Accommodation

### Homestay

Staying with a Canadian family is the fastest ways to improve your English. VanWest College will ensure safe, comfortable, and friendly homestay accomodation. We offer homestays at both of our campuses, Kelowna and Vancouver.

Our homestay families have worked with us for more than 10 years! Homestays are a wonderful way to experience Canadian culture and allow students to get to know and learn about the surrounding area as part of a Canadian family.

Our homestay coordinator will make sure to find the best fit for each individual student.



Homestay

### Residence - YWCA

Downtown Vancouver's YWCA is the safe, comfortable, and affordable family-friendly alternative for all travellers – rooms range from single to quint. Conveniently located, the hotel is near to BC Place, Rogers Arena, and Queen Elizabeth and Playhouse Theatres.

It is only a short stroll away from Robson Street, the city's popular shopping hotspot and one block from Stadium SkyTrain for convenient public transportation.



Furnished apartments





## Student Life







## Rules & Policies

### **Tuition Refund Policy**

Part 1: Refunds before the program of study begins:

If written notice of withdrawal is received by the institution within 7 calendar days after the contract is made, and before the commencement of the period of instruction specified in the contract, the institution may retain 5% of the total tuition only due under the contract to a maximum of \$250.

If written notice of withdrawal is received by the institution 30 days or more before the commencement of the period of instruction specified in the contract and more than 7 days after the contract was made, the institution may retain 10% of the total tuition only due under the contract to a maximum of \$1000.

Subject to Section 2.1.1, if written notice of withdrawal is received by the institution less than 30 days before the commencement of the period of instruction specified in the contract and more than 7 days after the contract was made, the institution may retain 20% of the total tuition only due under the contract to a maximum of \$1300.

Part 2: Refunds after the program of study starts:

If written notice of withdrawal is received by the institution or a student is dismissed up to and including 10% of the period of instruction specified in the contract has elapsed, the institution may retain 30% of the tuition due under the contract.

If written notice of withdrawal is received by the institution, or a student is dismissed where more than 10% and up to and including 30% of the

period of instruction specified in the contract has elapsed, the institution may retain 50% of the tuition due under the contract.

If a student withdraws or is dismissed where more than 30% of the period of instruction specified in the contract has elapsed, no refund is required.

Refunds owed to payee will be paid within 30 days of the institution receiving written notification of withdrawal and all required supporting documentation, or within 30 days of an institution's written notice of dismissal.

If a student did not complete the Study Permit by the start date in the Letter of Acceptance, the student must notify the institution and the institution may issue a second Letter of Acceptance for a later start date. In that case, the institution may charge an additional \$200 administrative fee and retain the balance of the prepaid tuition fees pending the outcome of the Study Permit application. Should a student fail to advise the institution that he/she did not complete the Study Permit application, the refund policy set out in Part 1 above will apply.

If a student advises the institution in writing, prior to the start date, he/she was denied a Visitor Visa/Study Permit and provides a copy of the denial letter issued by Citizenship and Immigration Canada, the institution may retain the lesser of 10% of the total fees due under the contract or \$400.

Should a student fail to advise the institution, or choose to withdraw for other reasons, the refund policy set out in Part 1 above will apply.

### **English Policy**

VanWest is a 100% English immersion school, and students must speak English on VanWest property at all times.

### **Attendance Policy**

If students are late for class, they are not allowed to enter. If students' overall attendance rate is below 80%, they will not receive a certificate of completion at the end of the program.

Only absences due to illness will be excused. If students' absence exceeds 3 days due to medical reasons, a doctor's note must be provided to their counsellor. Other absences due to extraordinary circumstances will be reviewed on a case-by-case basis.

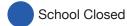
### Dispute Resolution Policy

VanWest provides an opportunity for students to resolve disputes of a serious nature and grades appeals in a fair, reasonable, and equitable manner. The policy applies to all VanWest students who are currently enrolled or were enrolled 6 months prior to the submission of their concern to the Executive Director/Academics.

For full information on all VanWest rules and policies visit: vanwest.com/policies

## VanWest Calendar





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## #HelloVanWest

www.vanwest.com









vanwestcollege

