

# Cross-Cultural Business Communication



# CROSS-CULTURAL BUSINESS COMMUNICATION



## 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.

**REAL EXPERIENCE! REAL RESULTS!**

## Certificate Program Sequence

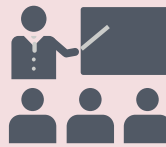
### SEMESTER 1 (2 months)

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



\* course schedule is subject to change without notice

## Highlights



### INDUSTRY EXPERTS

Small class sizes give students opportunity for mentorship and individualized career-focused attention by top industry leaders.



### DEVELOP CAREER SKILLS

Students will improve cross-cultural communication and workplace readiness skills to ensure they are prepared and successful when working in diverse workplaces.

## Learning Outcomes

Students will be able to:

- Demonstrate the ability to communicate effectively and confidently in a multi-cultural English-speaking work environment
- Apply cross-cultural communication skills and strategies to the workplace
- Work with diverse teams
- Write business-related documents necessary to develop and maintain a career
- Assemble an employment package that includes a cover letter and an effective résumé



*Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.*

*Gilbert Amelio, President and CEO of National Semiconductor Corp.*



### Did you know?

- ✓ Employers are looking for people who have cross-cultural experience and skills. It is especially important to demonstrate this knowledge if you are just starting out in your international career.

Source: [careersinpsychology.org](http://careersinpsychology.org)

# Diploma Program Sequence

SEMESTER 1 (4 months)	
<b>Term 1: 2 months</b>	
BUS110	Business Language Skills (BULATS 1)
BUS101	Cross-Cultural Communication
<b>Term 2: 2 months</b>	
BUS107	Business Correspondence
BUS110	Business Language Skills (BULATS 2)

2 week break

SEMESTER 2 (2 months)	
<b>Term 1: 2 months</b>	
BUS102	Interpersonal Skills for the Workplace
BUS106	Customer Service Skills
BUS109	Workplace Preparation



\* course schedule is subject to change without notice



**EXPAND CULTURAL WORLDVIEW**

Students will develop cultural awareness and better understand cultural differences.



**GRADUATE WITH CONFIDENCE BE WORK-READY**

Graduates leave prepared with the practical job-ready skills that today's employers are looking for.

## Career Opportunities

- Administrative Assistant
- Front Desk Agent
- Tourist Information Clerk
- Sales Representative
- Customer Service Representative
- Call Centre Agent

## Salary and Job Outlook

### Average Salary Per Year

Administrative Assistant	\$35,592
Sales Representative	\$40,613
Front Desk Agent	\$28,540
Customer Service Representative	\$35,396

Source: payscale.com | Vancouver, BC Salary

### Job Outlook in BC

Occupations	Job Openings to 2024	Median Wage Rate
Administrative Assistants (NOC 1241)	16,400	\$20.47
Customer & Information Services Representatives (NOC 6552)	5,910	\$16.83

Source: BC 2024 Labour Market Outlook

## English Admission Requirement

- IELTS 5.5 or
- Completion of VanWest Level 6 or EAP 200 with a final grade of 75% or above or
- VanWest English Placement Test: Level 7

## Academic Admission Requirement

- High School Diploma (Grade 12) or
- General Education Development (GED) or
- Mature Student Status

## Program Length

- Certificate: 2 months
- Diploma: 6 months

## Certificate Program Credential Upon Graduation

- Cross-Cultural Business Communication Certificate

## Diploma Program Credential Upon Graduation

- Cross-Cultural Business Communication Diploma
- Official BULATS Exam Result issued by Cambridge English Language Assessment

## Graduates will have the ability to:

- Secure employment in diverse workplaces
- Communicate effectively in multi-cultural environments
- Think critically, solve problems and make decisions
- Work in teams
- Understand dynamics of a cross-cultural workplace

- ✓ Most employers hiring for jobs understand that knowing how to do your job is not enough to perform well in diverse workplaces - you have to be able to engage in culturally appropriate ways as well in order to achieve objectives.

Source: ryerson.ca



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