



Work & Study Abroad



***2021 Work and Study  
Diploma Programs in Canada***

***[www.breaktimecanada.org](http://www.breaktimecanada.org)***

# *Breaktime is the most reliable source for studying in **Canada***



Breaktime Work and Study Abroad represents more than 100 educational institutions across Canada. Our staff has been providing Educational Advice to more than 3000 students around the world since 2005.

Upon graduating in one of our professional programs, students can integrate their newly acquired skills and knowledge either back in their home countries or while remaining in Canada on an employment visa with the opportunity to apply for permanent residence status.

The Breaktime Work and Study Abroad programs offer our graduates a future full of advancement and opportunities.

# Index of Work and Study Programs Available in Canada (Page 1)

Program Name	Pages	Duration	English Requisite	Price in CAD\$ Canadian Dollars
Business Communications	5 - 6	1 or 2 Years	Intermediate IELTS 4.5 or CEF B1	1-Year Program: Regular Price: 11.325 Price after discount: 7550 2-Year Program: Regular Price: 14.575 Price after discount: 9550
International Business Management	7 - 8	1 or 2 Years	Very Advanced IELTS 6.5 or CEF B2	1-Year Program: Regular Price: 11.535 Price after discount: 7755 2-Year Program: Regular Price: 14.785 Price after discount: 9950
Digital Marketing 2-Year Program	9 - 10	2 Years	Intermediate IELTS 5.5 or CEF B1	2-Year Program: Regular Price: 14.975 Price after discount: 9.950
Customer Service	11 - 12	1 or 2 Years	Pre - Intermediate IELTS 4.0 or CEF A2	1-Year Program: Regular Price: 11.535 Price after discount: 7545 2-Year Program: Regular Price: 14.785 Price after discount: 9545
Hotel and Restaurant Management	13 - 14	2 Years	Intermediate Advanced IELTS 5.5 or CEF B1	2-Year Program: Regular Price: 18.014 Price after discount: 10.590
Project Management	15 - 16	2 Years	Intermediate IELTS 5.0 or CEF B1	2-Year Program: Regular Price: 18.950 Price after discount: 14.150
Tourism Management	17 - 18	2 Years	Intermediate IELTS 5.0 or CEF B1	2-Year Program: Regular Price: 18.785 Price after discount: 12.150
Web and Mobile Applications Design	19 - 20	2 Years	Intermediate Advanced IELTS 5.5 or CEF B1	2-Year Program: Regular Price: 17.450 Price after discount: 14.495
Media Design and Website Development	21 - 22	2 Years	Intermediate Advanced IELTS 5.5 or CEF B1	2-Year Program: Regular Price: 17.550 Price after discount: 14.050
Tourism and Hospitality	23 - 24	1 Year	Pre - Intermediate IELTS 4.0 or CEF A2	1-Year Program: Regular Price: 9880 Price after discount: 9155

# Index of Work and Study Programs Available in Canada (Page 2)

Program Name	Page	Duration	English Requisite	Price in CAD\$ Canadian Dollars
Service Excellence for Business	25 - 26	1 Year	Intermediate IELTS 4.5 or CEF B1	1-Year Program: Regular Price: 12.400 Price after discount: 7200
Customer Relations Specialist	27 - 28	1 Year or 8 Months	Intermediate IELTS 4.5 or CEF B1	1-Year Program: Regular Price: 12.700 Price after discount 7495 8-Month Program: Regular Price: 9700 Price after discount: 6495
Sales and Marketing	29 - 30	2 Years	Intermediate IELTS 5.0 or CEF B1	2-Year Program: Regular Price: 16.200 Price after discount: 8995
Digital Marketing 1-Yer Program	31 - 32	1 Year	Intermediate Advanced IELTS 5.5 or CEF B1	1-Year Program: Regular Price: 12.700 Price after discount: 9125
Professional Sales	33 - 34	1 Year	Intermediate Advanced IELTS 5.5 or CEF B1	1-Year Program: Regular Price: 10.423 Price after discount: 7950
Hospitality Sales and Marketing	35 - 36	1 Year	Intermediate Advanced IELTS 5.5 or CEF B1	1-Year Program: Regular Price: 11.445 Price after discount: 7665
Business Management	37 - 38	1 Year	Intermediate Advanced IELTS 5.5 or CEF B1	1-Year Program: Regular Price: 12.700 Price after discount: 9865
Network and Systems Specialist	39 - 40	2 Years	Intermediate Advanced IELTS 5.5 or CEF B1	2-Year Program: Regular Price: 19.250 Price after discount: 14.245
Diploma in Make Up Artistry	41 - 42	1 or 2 Years	Intermediate IELTS 4.5 or CEF B1	1-Year Program: Price after discount: 17.000 2-Year Program: Price after discount: 29.124

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Work & Study Abroad



# BUSINESS COMMUNICATIONS

**AVAILABLE IN: VANCOUVER**

## **FEES:**

1-Year Program:

Regular Price: 11.325 CAD\$

**Price after discount: 7.550 CAD\$**

2-Year Program:

Regular Price: 14.575 CAD\$

**Price after discount: 9.550 CAD\$**

## **PROGRAM LENGTH**

1 Year Program

Half Year academic study and part time work + Half Year paid work experience

2 Year Program

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must demonstrate an Intermediate level of English with online written test and speaking interview. The online written test is exempt if TOEFL iBT 45, IELTS 4.5 is presented.

## OVERVIEW

The Business Communications Co-op Diploma provides learners with a diverse range of skills and knowledge. Students will be prepared for a variety of business industry positions such as customer service advisor, clerical worker, data entry operator, information desk clerk, office junior, receptionist and more. Students will develop the technical skills they need for business, as well as critically important soft skills, like communication and teamwork, that employers seek.

Successful graduates of the program will be able to apply a broad range of competencies in varied work contexts, using some discretion, judgment and relevant theoretical knowledge. They will be able to provide technical advice and support to a team.

# DESCRIPTION

### **Contribute to Effective Workplace Relationships**

In this workplace-centered course, students will learn how to gather information and maintain effective working relationships and networks, with particular focus on developing communication skills and understanding how to best represent an organization's goals, values and culture in daily interactions.

### **Organize Personal Work Priorities and Development**

In this workplace-centered course students will learn to efficiently organize their own work schedules, to monitor and obtain feedback on work performance, and to maintain required levels of competence.

### **Write Basic Documents**

In this workplace-centered course, students will learn how to plan, draft, review and finalize basic documents.

### **Customer Relationship Management**

In this workplace-centered course, students will learn how to identify customer needs and monitor service provided to customers to ensure customer satisfaction.

### **Team Building Skills and Innovation**

In this workplace-centered course, students will learn how to be effective and proactive members of an innovative team.

### **Document Design and Production**

In this workplace-centered course, students will learn how to design and produce various business documents and publications. Students will become familiar with selecting and using a range of functions on a variety of computer applications.

### **Work Placement Skills**

It rapidly prepares students to apply for jobs and ensures their résumés and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number

# INTERNATIONAL BUSINESS MANAGEMENT

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## **FEES:**

1-Year Program:

Regular Price: 11.535 CAD\$

**Price after discount: 7.755 CAD\$**

2-Year Program:

Regular Price: 14.785 CAD\$

**Price after discount: 9.950 CAD\$**

## **PROGRAM LENGTH**

1 Year Program

Half Year academic study and part time  
work + Half Year paid work experience

2 Year Program

1 Year academic study and part time  
work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must  
demonstrate an advanced level in the  
online written test and interview. The  
online test is exempt if TOEFL iBT 90 or  
IELTS 6.5



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## OVERVIEW

Graduates of the International Business Management Program will gain an excellent understanding of the essentials of business management.

This program prepares students to enter the world of business management and looks at the current global business environment.

Students will discuss global issues, prepare presentations, do team projects, and extend their research skills.

Graduates of the program are eligible to apply for the Certificate in Supervisory Management from the Canadian Institute of Management.

# INTERNATIONAL BUSINESS MANAGEMENT (PAGE 2)



## DESCRIPTION

**International Business:** This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. We discuss the impact of national cultures on doing business globally. In addition, we examine the external forces that impact businesses, international organizations, legal and labour forces in the global context.

**Marketing:** This course is designed to provide students with an introduction to marketing concepts and terminology. It examines the importance of marketing within organizations and society in general. Students will study the major components of a marketing plan, the marketing mix and consumer relationships. They will learn how to address the basic needs of companies in planning, developing, and managing products, distribution channels, promotion and pricing.

**Organizational Behaviour:** This course introduces students to the concepts of organizational behaviour and their application in today's business environments. Students will develop insights into how the behaviour of individuals and groups impact organizations. Further, they will learn to apply the theories and concepts of organizational behaviour to develop effective managerial competencies in such areas as teamwork, motivation, decision making and leadership.

**Managerial Communications:** The ability to communicate well is an essential requirement for all employees of an organization. In this course we explore the importance of communication in business and cross-cultural environments; students also compose various forms of written communication and prepare and deliver a formal business presentation.

**Introduction to Management:** This course introduces students to the concept of management by exploring the roles and functions of managers in a business environment. The purpose of the course is to enhance the students' understanding of the elements of the management processes of planning, organizing, directing and controlling organizational activities. The course is designed to build a foundation of knowledge needed in future management courses.

**Business Law:** The course provides students with an overview of business law and an understanding of basic legal terminology. Since contracts form the heart of business operations, a significant portion of the course is dedicated to contract law and various legal issues arising from contract disputes. Class topics and discussions will draw on examples from current news media reports on legal cases. Knowledge of the court system includes field trips to the law courts.





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# DIGITAL MARKETING

**AVAILABLE IN: VANCOUVER**

**FEES:**

2-Year Program:

Regular Price: 14.995 CAD\$

**Price after discount: 9.950 CAD\$**

**PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time  
work +1 Year paid work experience.

**ENTRY REQUIREMENT**

Students can take the college Online  
Test or can present an IELTS Test with  
a 5.5 score or a TOEFL iBT with a  
score between 46 and 59

## OVERVIEW

This program is designed for students pursuing a career within the field of social media marketing. The coursework gives students an understanding of the techniques required to execute a successful social media marketing campaign, and a 12-month Co-op provides valuable work experience.

This program is intended to prepare a student for a career in social media marketing. At the end of this program, students will have the tools required for the development and execution of a social media marketing campaign and will be able to demonstrate knowledge of management operations within the industry, including business law and business computer applications.

# DIGITAL MARKETING 2-YEAR PROGRAM (PAGE 2)



## DESCRIPTION

**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.

**DIGITAL MARKETING FUNDAMENTALS – BRANDING** Digital Marketing Fundamentals- Branding lays the groundwork for students to understand the key components of brand identity, how to create Unique Selling Proposition (USP) and why it is important.

**DIGITAL MARKETING FUNDAMENTALS—DOMAIN, ONLINE, EMAIL MARKETING** Digital Marketing Fundamentals lays the groundwork for students to understand how online and offline marketing methods work together to deliver results. Students will learn the terms and concepts used in the industry and how they are applied in practical situations.

**SOCIAL MEDIA MARKETING STRATEGIES: FACEBOOK, TWITTER, INSTAGRAM** Social media as a marketing tool can make or break brand image and has rapidly become the channel of choice for companies to reach their target audience.

**SOCIAL MEDIA MARKETING STRATEGIES: LINKEDIN, YOU TUBE, YELP, PINTEREST** Learning how to choose the right social media platform and how best to utilize the features offered by that platform is the primary focus of this course. We take the most popular social media platforms and examine how business can best use them to reach customers.

**WRITING FOR THE WEB** Marketing in the digital age is all about content. From your website, YouTube channel, blog, brochure, or tweets, content is what differentiates a mediocre from a viral marketing campaign. However, not all content is created equal, and careful consideration needs to be given to everything published to maximize its effect. Tweets, blog posts and website copy all serve different purposes and carry their own constraints. This course provides the skills to navigate the content creation challenge successfully.

**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** During the co-op work placement, students will put their skills into practice 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.



Work & Study Abroad

# CUSTOMER SERVICE FOR BUSINESS AND TOURISM

**AVAILABLE IN: VANCOUVER and TORONTO**

## **FEES:**

1-Year Program:

Regular Price: 11.535 CAD\$

**Price after discount: 7.545 CAD\$**

2-Year Program:

Regular Price: 14.785 CAD\$

**Price after discount: 9.545 CAD\$**

## **PROGRAM LENGTH**

1 Year Program

Half Year academic study and part time work + Half Year paid work experience

2 Year Program

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must demonstrate an Intermediate level of English with online written test and speaking interview. The online written test is exempt if TOEFL iBT 35, IELTS 4.0 is presented.

## DESCRIPTION

This program will prepare you for success in workplaces driven by customer relationships, providing a pathway to work in organizations such as restaurants, hotels, clubs, pubs, cafes, coffee and retail stores.

With this qualification, students will be able to specialize in areas such as clients services, food and beverage and retail, or put their diverse skills to support the needs of different types of businesses. Students will learn effective communication skills, how to manage conflict and handle customers, how to work in a team, and how to build product and service knowledge in order to provide relevant information to customers.

# CUSTOMER SERVICE FOR BUSINESS AND TOURISM (PAGE 2)



Work & Study Abroad

## DESCRIPTION

### **Workplace Communication**

In this workplace-centered course, students will develop communication skills for the workplace. Key workplace communication skills include gathering, conveying, and receiving information together with completing routine written correspondence.

### **Working Effectively with Others**

In this course, students will develop teamwork skills for the workplace. The course covers topics like working in a group environment, promoting team commitment and cooperation, supporting team members and dealing effectively with issues, problems and conflict.

### **Basic IT Skills—Produce Word Processed Documents —Create and Use Spreadsheets**

In this course, students will learn how to correctly operate word processing applications to produce workplace documents. students will learn how to correctly create and use spreadsheets and charts using industry-standard spreadsheet software.

### **Hospitality, Tourism & Travel Industry Information**

In this course, students will gain the knowledge required to source and use current and emerging information on the hospitality, tourism and travel industry. Students will develop research skills in order to stay current on industry structure and technology issues and will integrate this essential knowledge on a daily basis to work effectively in the industry.

### **Providing Information and Assistance**

In this course, students will gain the knowledge required to provide customers with information and assistance on facilities, products and services. They will learn how to identify customer needs and how to build their knowledge base in order to provide relevant and helpful information.

### **Customer Interaction**

In this course, students will gain the knowledge required to deliver a fundamental customer service to both internal and external customers. Good customer service requires the ability to greet and serve customers and to respond effectively to customer service enquiries including routine customer problems.

### **Work Placement Skills**

In this course, students will prepare for the Canadian workplace. This course is very useful to students registered in a co-op program. It rapidly prepares students to apply for jobs and ensures their résumés and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number (SIN).

# HOTEL AND RESTAURANT MANAGEMENT

**AVAILABLE IN: VANCOUVER**

## **FEES:**

2-Year Program:

Regular Price: 18.014 CAD\$

**Price after discount: 10.590 CAD\$**

## **PROGRAM LENGTH**

### **2 Year Program**

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must successfully pass English language proficiency based on one of the following:

TOEFL IBT – 70; IELTS – 5.5

College Online Placement Test and Interview



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## OVERVIEW

The Hospitality Management Co-op Diploma introduces aspects of the tourism and hospitality industry which are essential for those looking to move into supervisory and management positions. This program is a combination of several months classroom study and several months of co-op work experience.

As a student, you will learn the concepts and techniques related to hotel and restaurant operations, international marketing, food preparation and service, financial analysis, accounting, front and back office operations and intercultural team dynamics.



# HOTEL AND RESTAURANT MANAGEMENT (PAGE 2)



Work & Study Abroad

## DESCRIPTION

- Managing Front Desk Operations
- Professional Sales and Customer Service Practices
- Inter-personal Communication in an Inter-cultural BusinessContext
- The Canadian Job Search Skills and Strategies I
- Managing Housekeeping Operations
- Management of Food and Beverage Operations
- The Canadian Job Search Skills and Strategies II
- Managing technology in the hospitality industry
- Security and loss prevention management
- Managing hospitality human resources
- Hospitality today: an introduction
- Basic hotel and restaurant accounting
- Supervision in the hospitality industry
- Hospitality facilities management and design



# PROJECT MANAGEMENT

**AVAILABLE IN: VANCOUVER**

**FEES:**

2-Year Program:

Regular Price: 18.950 CAD\$

**Price after discount: 14.150 CAD\$**

**PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time work +1 Year paid work experience.

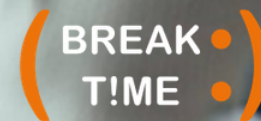
**ENTRY REQUIREMENT**

Students can take the college Online Test or present the IELTS with a minimum score of 5.0 or TOEFL iBT with a score between 46-59

## OVERVIEW

This program is designed for students pursuing a career within the field of project management. The coursework gives students an understanding of the processes and techniques required in project management, and a 12-month Co-op provides valuable work experience in the industry. Students who successfully complete the program will receive a Canadian College Project Management Diploma and will be prepared to challenge exams to receive either PMI's PMP certification (minimum 3 years related work experience) or the CAPM certification (no experience necessary.)

This program is intended to prepare a student for a career in Project Management. At the end of this program, students will be able to demonstrate a knowledge of project management operations, including human resource management, risk management, budgeting and accounting, marketing, and business computer applications.



Work & Study Abroad

# PROJECT MANAGEMENT (PAGE 2)



## DESCRIPTION

**Accounting 1 and 2:** This course introduces financial accounting concepts. Students learn the double-entry accounting system, including the preparation of financial statements, closing entries, internal controls for cash and payroll accounting.

**Business Math:** This is a fundamental course in business mathematics. Topics covered include mathematics of merchandising, simple interest, compound interest, annuities, loan amortization, and cost-volume-profit analysis. This course is designed to encourage students to develop mathematical skills and abilities by applying them to common business situations. Regardless of his or her prior math experiences, this course will enhance the learner's ability to use mathematics to solve problems and make sound decisions from both a career and personal perspective.

**Small Business:** Students learn the challenges of starting a new business. Topics include strategic approaches to small business, small business startups, funding sources, market feasibility, buying a small business and franchising. Students begin to develop skills in financial management, market management, operations, human resource management and general small business management. Preparation of a business plan is a key experiential exercise.

**Operations Management:** This course introduces the learner to the operations management profession. An operations manager is concerned with the planning, decision-making and actions required to produce and deliver the organization's goods and/or services, as opposed to marketing its products, managing its human resources or accounting for its finances. Operations managers work in virtually all enterprises – manufacturing, service, government, for-profit and not-for-profit. Operations managers work in many parts of the organization, including Purchasing and Supply Chain, Inventory Management, Quality Management, Scheduling, Transportation and Logistics, and Front-line Supervision to name a few.

**Marketing 1:** You'll learn how to adapt and conform your products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, is key to your long-term success in any international target market.

**Human Resource Management 1:** This course deals mainly with the factors that affect the overall workplace atmosphere. Topics include the strategic importance of human resource management, demographic challenges, job analysis and design, human resources planning, recruitment and selection, training and orientation, government and legal challenges, and problem-solving techniques.

**PM Fundamentals:** This course introduces students to the framework information of project management. The terminology, processes, and knowledge areas of project management are defined to establish a basis upon which participants can develop and grow their project management knowledge, skills and attitudes.

\*This program offers additional courses that are not listed here. Please contact Breaktime for a complete list.



# TOURISM MANAGEMENT

**AVAILABLE IN: VANCOUVER and  
TORONTO**

**FEES:**

2-Year Program:

Regular Price: 18.785 CAD\$

**Price after discount: 12.150 CAD\$**

**PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time  
work +1 Year paid work experience.

**ENTRY REQUIREMENT**

International students must  
demonstrate an Intermediate level of  
English with online written test.

The online written test is exempt if  
TOEFL iBT 55, IELTS 5.0 is presented.

## OVERVIEW

The Diploma in Hospitality Management Co-op program is an intensive diploma program designed specifically to meet the vast employment needs, both staff and managerial, in the global tourism, hospitality, resorts and conventions markets.

Students acquire industry knowledge through an internationally-recognized Hospitality program, and gain valuable Canadian work experience during the Co-op Work Term.

Students will be prepared for a variety of hospitality industry positions in guests services, front desk operations, food & beverage, housekeeping, event coordination, administration and more.

# TOURISM MANAGEMENT (PAGE 2)



## DESCRIPTION

### **The Lodging and Food Service Industry**

Prepare students for careers in hospitality by presenting and describing opportunities in hospitality management. These opportunities include careers in a variety of businesses, including hotels, restaurants, institutions, private clubs, casinos, consulting firms, travel agencies, and cruise ships.

### **Hospitality Financial Accounting**

Get a comprehensive introduction to hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that results in the production of financial statements.

### **Supervision in the Hospitality Industry**

Learn how to develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques.

### **Front Office Operations**

Increase front office efficiency and help sales grow with the knowledge and skills gained from this course. Topics include revenue management and the latest technology applications. Learn how front office activities and functions affect other departments and how to manage the front office to ensure your property's goals are met. Case studies and real-world examples offer a practical industry perspective.

### **Housekeeping**

No property can be profitable without clean rooms and efficient housekeeping operations. Learn what it takes to manage this important department. This course provides a thorough overview, from the big picture of hiring and retaining quality staff, planning, and organizing, to the technical details for cleaning each area of the hotel.

### **Food and Beverage Service**

This course will provide the foundation you need to oversee the provision of quality dining service, including responsible alcohol service as well as onsite food and beverage operations.

### **Convention Management Service**

Get an introduction to the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels, from a management perspective. Topics include: business ethics, franchising, management contracts, marketing and sales and advertising.

### **Managing Technology**

Gain solid grounding in hospitality technology and the management of information systems. Content includes applications for all functional areas, including reservations, rooms, food and beverage, sales and event management.

### **Security and Loss Prevention Management**

Gain an understanding of security and safety issues within the hospitality industry. Topics include the physical security of the property, asset protection, guest protection, security equipment, emergency management and procedures, and more.

### **Hospitality Sales and Marketing**

Discover how to build a top-flight sales team with creative, successful sales and marketing programs that really work. This course shows how to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners.

### **Managing Hospitality Human Resources**

Hospitality is a people industry, and this course shows how to manage the important human resources who provide services within a hospitality operation. Students will analyze contemporary issues and practices, as well as employment laws that have an impact on the way people are managed.

### **Revenue Management**

In this course you will learn about the different revenue management tools available, as well as their uses. Students will also go over the different vital issues to consider before implementing revenue management tactics, and the consequences or benefits that the subsequent use of revenue management may entail.

### **Work Placement Skills**

The course is divided into 2 sections, Work Placements Skills (WPS) 1 and 2. WPS 1 acts as an introduction to all the things you need to know about living and working in Canada and helps students through the process of applying for a tax file number (SIN). It also prepares students for the workplace by helping them to apply for jobs and ensuring their résumés and cover letters are to industry standards. WPS 2 prepares students for their Co-Op Work Experience and develops their networking skills.





**(BREAK  
TIME)**  
Work & Study Abroad

# WEB AND MOBILE APPLICATIONS DESIGN

**AVAILABLE IN: VANCOUVER**

## **FEES**

2-Year Program

Regular Price: 17.450 CAD\$

**Price after discount: 14.495 CAD\$**

## **PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must demonstrate an Intermediate to advanced level of English with online written test and speaking interview. The online written test is exempt if iBT 65, IELTS 5.5 is presented.

## **OVERVIEW**

A 24-month diploma program comprised of 10 courses and 12 months of paid internship, it is designed to prepare learners for a web application development career in business sector that provides IT products and services to corporations and establishments of all sizes.

## **GOALS**

- Strengthen your résumé and enhance your potential for career success with Canadian work experience
- Learn from highly qualified instructors with several years of professional industry experience
- Small interactive classes encourage a dynamic participatory learning environment
- Graduates of this program are eligible to apply for the Certificate in Supervisory Management from the Canadian Institute of Management

# WEB AND MOBILE APPLICATIONS DESIGN (PAGE 2)



## DESCRIPTION

### **Wireless and Mobile Technology**

This course is designed to introduce you to the power and potential of modern wireless and mobile technology. You will learn hardware, networking, and the internet functionality. You will gain knowledge in data storage and mobile operating systems.

### **Web Development for Mobile Devices**

In this course you will be introduced to concepts of web development HTML, CSS, JavaScript, and AJAX. You will explore various environments to have a thorough understanding of the uses of web development and computer languages. You will create web pages and use of responsive design.

### **Rich Media Development**

The Rich Media course focuses on the development of effective web design. You will learn graphic design tools that deliver a solid foundation of skill in Adobe Photoshop and Adobe Illustrator. The content will teach you how to maximize the potential while utilizing top grade industry tools in graphic design. You will have the opportunity to use their own individual work to build a graphic design student portfolio.

### **Project Management**

This course serves as an introduction to the principles of project management and software engineering. You are equipped with proper knowledge and skills necessary in designing software projects.

### **Social Media Development**

The course will examine the techniques and skills needed as a social media specialist. The content will help students to design social networking platforms relative to the markets, culture and diversity in the field.

### **Cross Platform Mobile Development**

In this course you will learn an introduction to object oriented programming and the concepts involved in cross platform development in the mobile world. The focus will be on creating hybrid apps that can run on all major platforms.

### **Java Development**

This course will guide you through the fundamentals of Java programming and application writing. The core object oriented concepts will be thoroughly studied such as abstraction, classes, encapsulation, methods, inheritance, objects, packages, polymorphism properties and more.

### **Android App Development and Wearables**

This course focuses on the android system, setting up development environment with virtual machine concepts and various file extensions. The topics will include API levels, building blocks, filters, and UI components. The course will end with a project for Android and a seminar on career preparation.

### **C, Objective C and Swift**

In this course you will be introduced to the advantages of C language. This course comprehensively teaches how to debug and write programs effectively. By learning that objective C and SWIFT support an open style of dynamic binding. This style can accommodate a simple architecture for interactive user interfaces.

### **iOS Development and Apps**

This course outline the basics of the iPhone application, GPS, and map kit functions. You will learn how to publish an iPhone app onto the App Store, and the course will provide a projector for iOS system along with a seminar on career preparation.



# MEDIA DESIGN AND WEBSITE DEVELOPMENT

**AVAILABLE IN: VANCOUVER**

## **FEES**

2-Year Program

Regular Price: 17.550 CAD\$

**Price after discount: 14.050 CAD\$**

## **PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must demonstrate an Intermediate to advanced level of English with online written test and speaking interview. The online written test is exempt if iBT 65, IELTS 5.5 is presented.

## **OVERVIEW**

This program uses the latest technology to enrich the students' learning. Through studio projects that reflect today's technological trends, students get hands on experience applying design theories and principles.

This program enhances the student's skills in various industry software to successfully design creative web media and to develop proficient web designs.

The second-year is the co-op experience where students will be working in the industry and gaining real-life experience, grounding and enhancing the academic concepts learned in class.

## **GOALS**

- Design creative and coherent web media
- Create aesthetic layouts using design principles
- Demonstrate creative thinking and develop efficient media communications
- Assess the marketing needs of a digital project
- Create, develop and implement proficient web designs
- Be a source of new graphic proposals and offer user-centered media design solutions
- Demonstrate technical competency in Photoshop, Illustrator and Web development languages
- Produce professional quality work that demonstrates unique creative applications
- Skillfully promote works to secure employment in the Graphic Design industry

# MEDIA DESIGN AND WEB DEVELOPMENT (PAGE 2)



## DESCRIPTION

### Communications for New Media

This course focuses on showing students how to write content for the web. The students will explore how people read screen text in contrast to printed text. They will practice how to produce content for a new media project of portfolio quality.

### Color Theory

In this course, the students will explore fundamental color concepts within the context of Media Design layouts, in order to creatively and successfully create color schemes relating to marketing objectives.

### Introduction to Photoshop I

This introductory course will focus on apprehending the Photoshop environment. Students will learn to navigate the canvas effectively, customize the panels and work with layers. They will explore the fundamental tools, settings and features of the software in order to edit and improve pictures.

### Information Architecture

This class will cover the principles of structural design of shared information environments. It focuses on the process of information architecture for user-centered websites and navigation systems. Through practical exercises, students will learn how to design functional interactive media.

### Color Grading

From basic adjustments settings to expert calibration curves, students will learn how to use color retouching to convey specific emotions and feelings in photos. Using Photoshop, topics include selecting tones, adjusting hue and saturation, changing contrast, enhancing lighting and rendering using curves and levels.

### Introduction to Web Development I

This course will provide students with the skills required to recognize and describe the fundamental aspects of web pages. The course will emphasize on identifying a site's target market to describing interactive features using HTML5 and CSS3.

### Introduction to Illustrator I

Students will learn how to use the fundamentals tools of Illustrator and how to work with vector images. From creating and editing shapes to drawing with the pen and pencil tools, they will get to know the work area and develop their creativity using illustrative techniques.

### User Interface Design & User Experience

This course will introduce students to the fundamentals of user interface design, including both graphics and interaction design. Students will learn about design methods, prototyping, and evaluation of user interfaces.

### Esthetics & Design Principles

This course introduces the power of beauty in design along with its importance for the perception of usability. Students will learn various principles such as balance, proximity, alignment, repetition, contrast and spaces. This class will also explore the development of visual styles and art movements.

### Introduction to Photoshop II

This course will cover state-of-the-art image manipulation, adjustment layers, masks and blending modes. The student will learn advanced techniques for making complicated selections, preparing artwork for various design applications and optimizing files.

### Portfolio I

This course focus on preparing a professional portfolio with creative samples targeted to career choice. Students will learn how to develop a concept of their own to display graphic works, brand themselves and professionally present their skills in accordance with today's trends.

### Project Management

This course will prepare students to initiate, plan and execute a project. This course aims to develop the range of interpersonal skills and project management techniques required to manage today's Media Design projects.

### Internet Law

This course focuses on how to operate a successful Internet business by understanding all the legal and economic constraints associated. The students will apply hands on problem solving techniques and examine real-life case studies.

### Introduction to Illustrator II

Students will explore the professional techniques behind tracing artwork, creating info-graphics, applying dynamic effects, working with perspective grids and other great Adobe Illustrator features.

### Introduction to Web Development II

Students will gain a deeper understanding of the latest technologies using HTML5 and CSS3. Topics include: Bootstrap framework, SEO, web-based fonts, jQuery, and JavaScript.

### Web Marketing

This course will focus on in-depth review of current media options including the implementation of Search Engine Optimization (SEO). It will educate students about the development of advertising and web communication campaign work. Students will create advertising strategies and campaigns and prepare client-level presentations.

### Introduction to Photoshop III

This course is designed to provide students with a deeper knowledge of the software introducing tools and techniques that will enlarge the scope of their creativity. Through various creative exercises, the students will be inspired to create effective and powerful media design layouts. The students will expand their compositing techniques using paint brushes, patterns and special effects.

### Portfolio II

This course will enable students to complete a professional portfolio by improving projects and developing new work. Students will expand their verbal and interpersonal skills to enhance professionalism and marketability in order to promote their works and best compliment their skills.





# TOURISM AND HOSPITALITY

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## FEES

1-Year Program

Regular Price: 9.880 CAD\$

**Price after discount: 9.155 CAD\$**

## PROGRAM LENGTH

Half Year academic study and part time  
work + Half Year paid work experience.

## ENTRY REQUIREMENT

International students must  
demonstrate an Intermediate level of  
English with online written test and  
speaking interview. The online written  
test is exempt if TOEFL iBT 52 to 64 or,  
IELTS 4.5 is presented.

## DESCRIPTION

This innovative program teaches industry and product knowledge around customer service, hospitality and tourism, as well as the soft skills required for positions in settings such as hotels, motels, resorts, restaurants, convention centres and cruise ships. The skills you'll learn in these programs can be used in any career where client-contact and customer service are critical elements of the role.

Some of the goals of this program are:

- Learn how to effectively manage events, organize the sales and marketing strategies in the tourism industry, develop products and services for the industry and enhance your work place communication skills.
- Learn from highly qualified instructors with several years of professional industry experience.
- Strengthen your résumé and enhance your potential for career success with Canadian work experience



## DESCRIPTION

### **Culture and Communication**

Canadian and global workplace culture, intercultural communication, acculturation, making good first impressions.

### **Professional Development in Tourism and Hospitality**

Work search and promotion strategies, social media policies, e-portfolios, SMART goals, cover letters, resumes and interviews.

### **Customer Service, Sales and Marketing**

Service standards, wine, eating styles, food service and customer knowledge. Problem solving. Concierge and front desk general procedures, sales, marketing and advertising strategies.

### **Managing Events, Attractions and Teamwork**

Research, time and resource management, teamwork, management, special needs and requests, effective emails, forecasting and budgeting.

### **Tourism Trends and Impacts**

Eco-friendly practices, sustainable tourism, trends, social and cultural impacts of tourism, public speaking and presentations.

### **Tourism Based Businesses and Workplace Communications**

Meetings, negotiations, ethical policies and procedures, small business operations and business types

### **Capstone Project**

Critical thinking, solving challenging problems, oral communication, research skills, planning, self-sufficiency, and goal setting—i.e., skills that will help prepare you for your careers

### **Work Placement Skills**

In this course, students will prepare for the Canadian workplace. This course is very useful to students registered in a co-op program. It rapidly prepares students to apply for jobs and ensures their résumés and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number (SIN).



# SERVICE EXCELLENCE FOR BUSINESS

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## **FEES**

1-Year Program

Regular Price: 12.400 CAD\$

**Price after discount: 7.200 CAD\$**

## **PROGRAM LENGTH**

Half Year academic study and part time  
work + Half Year paid work experience.

## **ENTRY REQUIREMENT**

International students must  
demonstrate an Intermediate level of  
English with online written test and  
speaking interview. The online written  
test is exempt if TOEFL iBT 50, IELTS  
4.5 is presented.

## OVERVIEW

This course establishes a foundation for the development and practice of the values, attitudes, and skills necessary for entry-level employees, new Canadians, and immigrants to transition into Canadian workplace culture. Students will create resumes, learn interviewing skills, and practice skills essential for effective business communication. Through the exploration of their aptitudes, students will learn how transferable skills lead to success in their chosen profession.

## DESCRIPTION

### **Customer Service Skills**

This course explores the core competencies and best practices that enhance excellent customer service solutions. Students will exceed customer expectations through the understanding of moments of truth, the anticipation of customer needs, and the use of the service recovery process securing a competitive advantage.

### **Food and Beverage Service**

This course is designed to prepare students for an entry-level position in one of the most in-demand industries – food and beverage. Topics include the roles and responsibilities of a food and beverage worker, including the purpose of safety in the workplace, Food Safe and Serving it Right or Smart Serve.

### **Front Desk Services**

This course prepares students for an entry-level front desk position by providing an overview of the roles and responsibilities of front line representatives in various industries. Topics will include key administrative tasks for hotel front desk, office reception, service providers and beyond.

### **Sales Fundamentals**

This course focuses on the transferrable skills applicable for wide range of sales environments and the principles of providing exceptional service. Students will study proven techniques for the phases of the sales cycle including product-selling strategies and solutions, partnership building, and buyer behavior.

### **Event Planning**

Through the planning and execution of a small-scale event, students will examine the process of conceptualizing, planning, developing, marketing, and staging events of various types. Students explore practical subjects such as financial planning, project administrative and management tasks, negotiation, and other roles and responsibilities of Conference and Event Coordinators.

### **Human Resources Fundamentals**

This course will provide learners with the knowledge of how human resources management increases company performance. Students will explore topics of, recruiting and selection, training and retention, employee relations, and health and safety from a management level perspective.

### **Leadership**

This course will help students develop the confidence, capacity, and competence to effectively lead in dynamic business environments. Students will learn leadership skills through the analysis of personal strengths and weaknesses and communication strategies required for successful leadership. Topics include defining leadership in various roles, working in teams, using motivation techniques, and resolving conflict.

# CUSTOMER RELATIONS SPECIALIST

**AVAILABLE IN: VANCOUVER**

## **FEES**

1-Year Program

Regular Price: 12.700 CAD\$

**Price after discount: 7.495 CAD\$**

## **8 Month Program**

Regular Price: 9.700 CAD\$

**Price after discount: 6.495 CAD\$**

## **PROGRAM LENGTH**

Half Year academic study and part time work + Half Year paid work experience.

4 Months academic study and part time work + 4 Months paid work experience

## **ENTRY REQUIREMENT**

Students can take an Online Test or they can present a TOEFL iBT between 45 and 54 or an IELTS with 4.5.



Work & Study Abroad

Customer Relations Specialist (CRS) Co-op Diploma program covers the foundational principles for delivering quality customer service and provides an understanding of the role of customer service in the greater organizational environment and the function of individual employees within the customer service role. This program is designed to bridge the gap between our English training and career diploma programs. With CRS, students will gain improved English language skills, understanding of the Canadian work environment, and most importantly Canadian work experience.

# CUSTOMER RELATIONS SPECIALIST (PAGE 2)



## DESCRIPTION

**Operational Customer Relations:** This course covers the foundational principles for delivering quality customer service and provides an understanding of the role of customer service in the greater organizational environment and the function of individual employees within the customer service role.

**Effective communication:** This field is an integral part of customer relations. This course covers the principles of both formal and informal communication in the context of building customer relationships.

**Sales and Negotiation:** Customer service is, at its root, a sales activity. This course teaches the fundamentals of sales, in particular the role of relationship selling within the context of delivering a memorable and effective customer service experience.

**Strategic Marketing:** Customer relations supports the overall branding and marketing thrust of a successful organization. This course provides an understanding of marketing basics to enable the graduate to contribute effectively to the implementation of the organization's marketing vision

**Sales and Negotiation:** Customer service is, at its root, a sales activity. This course teaches the fundamentals of sales, in particular the role of relationship selling within the context of delivering a memorable and effective customer service experience.

**Business Marketing:** This course teaches the process of implementing an organization's marketing strategy at the operational level, enabling graduates to be effective in putting a plan into action including the skills needed to take a leadership role in that process.

**Personal and Professional Development:** This course covers applied communications techniques that will serve the student in the process of securing employment and functioning within an organization. The focus is on creating and delivering documents and verbal presentations that effectively achieve the objective with target audiences from the HR department of prospective employers to the customer in a retail environment to an organization's corporate clients.



# SALES AND MARKETING

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## **FEES**

2-Year Program

Regular Price: 16.200 CAD\$

**Price after discount: 8.995 CAD\$**

## **PROGRAM LENGTH**

2 Year Program

1 Year academic study and part time  
work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

Interview: Successful interview with a  
College team member

English Proficiency: Intermediate in the  
college online written test and Interview.  
Online test is exempt if IELTS  
Academic 5.0 or TOEFL iBT 60 is  
presented.

## OVERVIEW

Learn the specific knowledge and skills needed to play a leading role in today's competitive business environment. The Sales & Marketing Diploma program combines the latest trends in sales and marketing with hands-on experience that will help you practice the skills you have learned in class. The curriculum covers key areas of professional communication, organizational behaviour, project management, social media and digital marketing, brand promotion and professional sales.

# DESCRIPTION

### **Professional Communications**

The ongoing success of an organization depends on having an environment that encourages effective communication through the gathering and sharing of information. In this course, you will use a variety of skills that we need every day to help us be successful in the workplace. The course is designed to strengthen your knowledge of concepts and skills related to writing effective daily correspondence, preparing formal reports and proposals, and giving effective presentations while using correct language for a business context.

### **Project Management**

Project management skills are increasingly sought after in today's workplace. No matter what industry or career you pursue, the ability to coordinate timelines, manage resources, and lead projects to successful completion is extremely valuable. This course provides you with practical experience applying the fundamentals of project management from a marketing frame of reference. At the conclusion of the course, you will be able to create a project life cycle, statement of work, work breakdown structure, schedule, budget, and risk management plan. You will work in groups to develop a plan for a real marketing project.

### **Professional Sales**

You will develop the fundamental knowledge, skills, and attitudes required to be successful in today's sales environment. Professional selling requires shifting the focus away from the sale and focusing entirely on the customer with a value-based approach. Through this course, you will use customer-centric professional selling techniques. An emphasis is given to developing practical skills in presenting goods and services to prospective buyers using the art of persuasion. Upon completion of this course, you will understand the value and importance of the sales profession to the Canadian economy.

### **Consumer Behaviour**

Today, customers are far more educated and sophisticated, with access to more information than ever before. This course introduces you to the field of consumer behavior and how it applies to sales and marketing. Through the analysis of internal and external influences acting within or imposed on the consumer in relation to product consumption, you will learn how marketers and sales people attempt to influence consumer behavior. To better understand your target market as consumers, needs and motivation, risk perception, group dynamics, attitudes, and the consumer decision-making process are explored

### **Digital Marketing**

The Internet is a dynamic marketplace. This class will give you the understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you will need to perform vital daily functions. By the end of this course, you will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help you digitally create, distribute, promote and price products and services. Topics covered in this course include internet marketing foundations, how search engines work, SEO, paid search marketing, online advertising, landing page optimization, analytics, online PR and ORM, and mobile marketing.

### **Social Media Marketing**

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. This course will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that influence the opportunities essential in social media and consumer-to-consumer social interactions for achieving business and marketing goals. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness.



# DIGITAL MARKETING

**AVAILABLE IN: VANCOUVER AND  
TORONTO**

## **FEES**

1-Year Program

Regular Price: 12.700 CAD\$

**Price after discount: 9.125 CAD\$**

## **PROGRAM LENGTH**

Half Year academic study and part time work + Half Year paid work experience.

## **ENTRY REQUIREMENT**

Completion of College Online Test

The Online Test does not need to be presented if the student has a TOEFL iBT with a score of 65 or an IELTS Test with the score of 5.5



Work & Study Abroad

## OVERVIEW

This program focuses on the most critical areas of the internet. We cover technological resources such as web analytics, YouTube advertising, micro-blogging, business to business (B2B) marketing, display advertising, social media marketing, and search engine optimization (SEO) with an emphasis on business approaches.

In this digital era, everything can be found with the click of a mouse or the tap of your finger. Smart devices have become an integral part of how we access information and interact with the world. The marketing industry has evolved to meet these changes. Now, traditional mediums of advertising such as radio, television, news, and mail are delivered to consumers digitally.

# DESCRIPTION

**Web Graphics- Adobe Photoshop/ WordPress:** This course will introduce content manipulation with Adobe Photoshop and rudimentary web development using the WordPress platform. You will gain an understanding of Photoshop tools, image resizing, digital colour dimensions of screen and print, and image optimization for the web. And, you will also learn how to create a WordPress website that will include the use of HTML and CSS editing, domain name registration and web hosting.

**Digital Marketing:** The Digital Marketing course will teach the fundamental elements of digital marketing such as marketing strategy, content design, optimal keyword targeting, search engine advertising, page rank formulas, and trouble shooting search engine rankings. You will also learn to identify and measure different types of analytical data including content analytics, mobile analytics, and conversion analytics.

**Search Engine Optimization:** This course covers the core functions of search engines and how they can be applied to web design and content structure. You will learn about how search engine crawlers (SEC) are used to continuously review web pages and their contents in order to determine search engine results. Examples include relevance of content, frequency of updated information, rich media content, internal and external links, and web page security.

**Social Media Marketing:** Through this course, you will explore the principles and use of effective commercial social media; you will utilize multiple social media platforms to connect companies with their target demographics using Facebook, Twitter, Instagram, and YouTube, as well as additional marketing resources such as blog posts and podcasts. Lastly, you will learn how to use these tools to build brand equity and improve social engagement with your target demographic.

**Display Advertising and Mobile Web Application:** With this course, you will focus on enhancing user experience in the mobile marketing industry. They will learn about marketing strategies for mobile platforms and smart devices through interactive advertising including augmented reality, location based advertising, branded apps, mobile video ecosystems, near field communication (NFC), and 2D and 3D trigger scanning such as QR codes. Understanding of these subjects will help students to create valuable marketing content and strategies.

**Web Analytics, Measurement, and Approach:** This course will expand on marketing analytics with in-depth focus on advanced advertising metrics. You will learn more about user acquisition, paid vs organic user traffic, campaign execution and analysis, ad reporting, conversion rates, return on investment (ROI), and marketing strategy evaluation. This will teach you to determine and evaluate user trends and behaviours and how they impact the outcome of a marketing strategy.



# PROFESSIONAL SALES

**AVAILABLE IN: VANCOUVER**

## **FEES**

1-Year Program

Regular Price: 10.423 CAD\$

**Price after discount: 7.950 CAD\$**

## **PROGRAM LENGTH**

Half Year academic study and part time work + Half Year paid work experience.

## **ENTRY REQUIREMENT**

International students must take an Online Test and Interview. The online test is exempt if TOEFL iBT 70 or IELTS 5.5 are presented.

## OVERVIEW

The Professional Sales diploma program is one of the most respected sales programs in Canada and our graduates are sought after by industry. The Professional Sales program will prepare you for a career in the dynamic field of business-to-business selling.

Companies require skilled sales professionals to develop new customers and build mutually-beneficial relationships. You will learn how to apply proven sales methods, develop sales strategies, and implement marketing skills and new technologies to develop new business and retain customers.





## DESCRIPTION

- Professional Sales and Customer Service Practices
- Inter-personal Communication in an Inter-cultural Business Context
- Canadian and International Marketing Strategies
- The Canadian Job Search Skills and Strategies I and II
- Advanced Professional Sales
- Technology Enhanced Sales

\*Professional Sales Co-op Certificate was reviewed and approved by the registrar of the Private Training Institutions Branch (PTIB) of the Ministry of Advanced Education, Skills & Training



# HOSPITALITY SALES AND MARKETING

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## **FEES**

1-Year Program

Regular Price: 11.445 CAD\$

**Price after discount: 7.665 CAD\$**

## **PROGRAM LENGTH**

Half Year academic study and part time  
work + Half Year paid work experience.

## **ENTRY REQUIREMENT**

International students must  
demonstrate an Intermediate level of  
English with online written test.

The online written test is exempt if  
TOEFL iBT 65 or IELTS 5.5 is  
presented.

## OVERVIEW

The Diploma in Hospitality Sales and Marketing Co-op program gives students the necessary skills to achieve their objectives through topics such as market segmentation, market research, advertising, public relations, pricing, and revenue maximization. Students acquire industry knowledge through an internationally-recognized Hospitality program, and gain valuable Canadian work experience during the co-op work term. Students will be prepared for a variety of hospitality industry positions such as hospitality marketing assistant, sales associate, public relations coordinator, and more.

# HOSPITALITY SALES AND MARKETING (PAGE 2)



## DESCRIPTION

**Convention Management:** Get an introduction to the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels, from a management perspective. Topics include: business ethics, franchising, management contracts, marketing and sales and advertising.

**Hospitality Financial Accounting:** Get a comprehensive introduction to hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that results in the production of financial statements.

**Supervision in the Hospitality Industry:** Learn how to develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques.

**Hospitality Sales and Marketing:** Discover how to build a top-flight sales team with creative, successful sales and marketing programs that really work. This course shows how to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners.

**Human Resources in Hospitality:** Hospitality is a people industry, and this course shows how to manage the important human resources who provide services within a hospitality operation. Students will analyze contemporary issues and practices, as well as employment laws that have an impact on the way people are managed.

**Revenue Management:** In this course you will learn about the different revenue management tools available, as well as their uses. Students will also go over the different vital issues to consider before implementing revenue management tactics, and the consequences or benefits that the subsequent use of revenue management may entail.



# BUSINESS MANAGEMENT

**AVAILABLE IN: VANCOUVER and  
TORONTO**

## FEES

### 1-Year Program

Regular Price: 12.700 CAD\$

**Price after discount: 9.865 CAD\$**  
**Includes 1 month of FREE English  
Lessons**

## PROGRAM LENGTH

Half Year academic study and part time  
work + Half Year paid work experience.

## ENTRY REQUIREMENT

International students must take an  
Online Test and Interview. The online  
test is exempt if TOEFL iBT 46-59 or  
IELTS 5.5 are presented.

## OVERVIEW

Students will be exposed to the broad range of business basics and the management fundamentals needed to thrive in many careers.

The courses will foster development of critical thinking, creative problem solving, communication, organization and leadership.

Emphasis will be given to the communication skills required to succeed in the Canadian and International work environment, as well as learning to manage and lead in the increasingly multi-cultural and technology-driven marketplace.

## DESCRIPTION

**International Management:** Focus is on the manager's role within the dynamic global environment of business management. Analysis of global trends and drivers affecting change in global businesses. Competitive advantages of a company in the global market. How to design a suitable corporate structure for international business success. Planning, organizing, controlling, leading and communicating in global businesses.

**International Trade:** How cultural aspects of business influence international trade. Focus is on the perspective of small - and medium-sized business operations. Examines the incentives to engage in trade, barriers to trade, major trade agreements and world trade issues and policies in a global context.

**Fundamentals of Finance:** Financial statements and reports including the Income Statement, Balance Sheet, Statement of Cash Flows, Pro Forma Statements, Cash Budgets and ways to develop these tools. Ratio and trend analysis, projections and skills in the management business financial affairs.

**Project Management:** Initiating, planning, executing, monitoring and controlling and closing projects. How to apply tools and techniques of project management to navigate a project to a successful outcome. Emphasis will be project management of a geographically and culturally diverse team.

**Human Resources Management:** Human resource planning and job analysis, recruitment, selection, orientation, training and development, career planning, performance appraisal, compensation, health and safety, and labour relations.

**Integrated Marketing:** Gathering international market intelligence, identifying current issues impacting on organizations operating internationally, and developing competitive international marketing strategies. Differences in global environment in different cultures; the political, legal, and economic conditions that affect market entry strategies and marketing mix decisions; and the development of marketing plans for non-Canadian situations.





# NETWORK AND SYSTEMS SPECIALIST

**AVAILABLE IN: VANCOUVER**

## **FEES**

2-Year Program

Regular Price: 19.250 CAD\$

**Price after discount: 14.245 CAD\$**

## **PROGRAM LENGTH**

1 Year academic study and part time work +1 Year paid work experience.

## **ENTRY REQUIREMENT**

International students must demonstrate an Intermediate to advanced level of English with online written test and speaking interview. The online written test is exempt if iBT 65, IELTS 5.5 is presented.

## OVERVIEW

Network and System Solutions Specialist diploma program is designed for students who want to pursue a career in Information Technology to meet industry demand for Computer Technicians, System and Network Administrators. The program focuses on learning the skills needed for IT infrastructure services, computer and network operating system software, and data center & cloud management. Through hands-on, progressively intensive courses, students will gain insights on principles of computing technologies, hardware and software theories, network communications, planning, implementation, security, administration, maintenance and troubleshooting of various computers and networking systems.



# NETWORK AND SYSTEMS SPECIALIST (PAGE 2)



## DESCRIPTION

**Understand** • Network theory and communications methods • GNU and Unix commands • Key ITIL concepts and principles for improving IT operations

**Design** • Enterprise Campus - hierarchical modular fashion using IP management, borderless networks • Modern data center using Cisco Systems and industry best practices

### **Implement and Configure**

- Virtualization and consolidation environments
- compliance and operational security
- Management with ADDS, ADFS, ADCS, ADRMS
- System Center 2012, Windows Server 2012 and Microsoft System Center 2012

**Manage and Maintain** • Private and public cloud infrastructure services • Linux devices, file systems and hierarchy standards • Active directory domain services • User, computer and service accounts with organization units and AD site architecture

COMPTIA (20 Weeks): COMPTIA A+ Essentials COMPTIA Network + COMPTIA Linux + COMPTIA Security + COMPTIA Cloud +

MICROSOFT (24 Weeks) MCSA (Microsoft Certified Solutions Associate) MCSE (Microsoft Certified Solutions Expert Server Infrastructure) Configuring Windows 10

CISCO & ITIL (8 Weeks) CCNA (Cisco Certified Network Associate) ITIL Foundation Certification

This program offers more courses than the ones listed here. If you are interested in taking this program, please contact Breaktime.

# DIPLOMA IN MAKE UP ARTISTRY

**AVAILABLE IN: VANCOUVER**

**FEES:**

29.124 CAD\$ for the Complete 2-Year Program that includes Beauty/Arts Make Up + Film and TV Make Up. (Levels 1 to 14 on next page)

17.000 CAD\$ for the 1-Year Program that includes only Beauty/Arts Make Up. (Levels 1 to 7 on next page)

**PROGRAM LENGTH**

**Daytime Program: 2 Years**

1 Year academic study and part time work + 1 Year of paid work experience .

**ENTRY REQUIREMENT**

International students must demonstrate an Intermediate to advanced level of English with an online written test and speaking interview. The online written test is exempt if iBT 55, IELTS 4.5 is presented.

## DESCRIPTION

The Global Makeup Program fully prepares you for the Makeup Industry and your role as a Professional Makeup Artist capable of working in many fields such as Beauty, Fashion, Advertisement and Film and TV. Classes are scheduled three days a week over one year, for a total of twenty hours per week. Class schedules run M-T-W or W-Th-F.

Each level of the program includes both theoretical and practical study with a stronger emphasis on the practical. Written and practical exams are held at the end of each section. You will receive a transcript at the completion of each section. All levels of the program must be completed in order to obtain a Diploma.

To help you create a working portfolio, numerous professional photo shoots are scheduled throughout the program. You are also encouraged to bring your own digital camera to keep a record of your practical work. You will be required to bring a digital camera to the Introduction to Art & Technology.

# DIPLOMA IN MAKE UP ARTISTRY (PAGE 2)



Work & Study Abroad

## DESCRIPTION

LEVEL 1 MAKEUP FUNDAMENTALS

LEVEL 2 COSMETIC RETAILING

LEVEL 3 HAIR FOR BRIDAL AND FASHION

LEVEL 4 INTRODUCTION TO ART & TECHNOLOGY

LEVEL 5 MAKEUP FOR FASHION

LEVEL 6 RESUMÉ PREPARATION & JOB SEARCH SKILLS

LEVEL 7 AIRBRUSHING

LEVEL 8 MAKEUP FOR STAGE, TV & FILM

LEVEL 9 HAIR FOR STAGE, TV & FILM

LEVEL 10 DIGITAL MAKEUP DESIGN

LEVEL 11 MAKEUP FOR SPECIAL EFFECTS

LEVEL 12 MAKEUP FOR PROSTHETICS

LEVEL 13 FINAL PROJECTS

LEVEL 14 ART & TECHNOLOGY PORTFOLIO PRESENTATIONS