

Business Service Essentials Co-op

Diploma

Program Objective

This program offers individuals the opportunity to acquire the skills required by companies that specialize in customer service and sales. The program develops general business and professional skills in students, as well as skills specific to sales, customer service, and support roles.

This program provides students with:

- A foundation in basic principles of a business, retail, or call center environment, including current computer applications, marketing, and sales.
- Professional skills in high demand from employers, including teamwork, communication, customer service, and problem-solving skills.
- Proficiency in key Microsoft Office applications.

Program Notes

Tuition fees include all course materials. Financial assistance may be available for those who qualify.

Graduation requirements: Students must maintain a 75% program average to obtain a diploma.

Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning Career College facilitators.

Co-op Work Experience

In addition to the coursework, students are required to successfully complete 440 hours of co-op work experience to obtain a diploma. Co-op placements may be located throughout Ontario.

Career Opportunities

Graduates of the program may pursue a variety of positions, ranging from Inbound / Outbound Marketing and Order Desk Support to Reservations and Sales, Retail Sales Associate, and Call Centre Specialist.

Personal Attributes Required

- Good customer / client skills
- Well organized
- Strong verbal and written communication skills
- Aptitude to learn new software applications
- Team worker

Duties and Responsibilities

- Requires an understanding of software applications
- Excellent communication skills
- General office / telephone skills

Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instructions. All applicants whose first language is not English must provide proof of English proficiency.

An admissions interview and entrance essay will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

Competencies upon Completion

Core Courses

- **Keyboarding**
Minimum 25 words per minute (WPM)
- **Operating Systems**
Basic level of proficiency with Windows OS
- **Word Processing**
Basic level of proficiency in Microsoft Word
- **Spreadsheets**
Basic level of proficiency in Microsoft Excel
- **Office Skills**
Personal Computer Fundamentals for End Users, Basic level of proficiency in Microsoft Outlook and Internet Fundamentals
- **Help Desk & Call Centre Skills**
Business Verbal Communications, Telephone Communication Skills, Call Centre Telephone Sales, Team Dynamics and Personal Development, Call Centre Industry Overview and Principles of Selling
- **Business & Sales Skills**
Career Options and Opportunities, Customer Service, Marketing and Sales, and Business in the Digital Age



Academy of Learning
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