

## Programme de Formation Business Communication au Canada

Pour les Etudiants, Les individus talentueux avec un bon niveau d'éducation, Les Artistes, Les travailleurs, les Hommes D'affaires, Membre de la société Civile... (DESTINATIONS: **Canada.**)



**APBJ**

**Tel: (00237) 99376852**

**E-mail: [planetbusjeune@yahoo.fr](mailto:planetbusjeune@yahoo.fr)**

**<http://www.planetbusjeune.org/>**

**1400, Rue Gallieni Akwa Douala-Cameroun**

### **Programme de Formation en Business Communication**

En accord avec nos objectifs en tant que organisation à but non lucratif ayant pour mission de promouvoir le développement et œuvre pour la formation professionnelle à l'international dans le cadre des échanges, APBJ fait appel à tous ceux qui aimeraient prendre part aux programmes de formation en Business Communication au Canada à s'inscrire dès aujourd'hui

## Durée de Formation : 4 mois (2 mois de formation et 2 mois de stage en entreprise)

### Business Communication Program

4 hours each day/20 hours weekly  
MONTH 1

	Week 1	Week 2	Week 3	Week 4
Subject/Module	Organizational Structure and Leadership	The Business Environment	Products and Services	The Business Professional
Monday	Organizations Types of organizations Organizational culture How to study and methods for success Skills: Taking part in meetings	Change The need for change Describing change Resistance to change Skills: Taking part in meetings	Brands Assessing brands Brand management Outsourcing production	Business Writing Types of business communications Structure of business communications Skills: Writing good business communications
Tuesday	Business Strategy Types of strategies Skills: Decision-making in business	Competition Talking about competition Competitive advantage Losing competitive edge	Advertising Methods and media Targeting different audiences Analyzing ads	Business Etiquette In the office In meetings On the telephone In business dinners Skills: Business telephone calls
Wednesday	Leadership Differences between leadership and management Skills: Conducting meetings	Trade Globalization and free trade Fair trade	Product Quality Quality control Two styles of quality Quality experts	Cultures Cultural awareness Socializing in business situations Skills: Making introductions
Thursday	Business Ethics Ethical and unethical activities Honesty and dishonesty Skills: Problem-solving meetings	Money Financial terms Reporting results Describing trends Skills: Dealing with figures	Customer Service Providing good service Handling customer complaints Skills: Active listening	Business Travel Travellers' priorities Air rage Tips on business travel
Friday	Presentations Characteristics of good presentations Skills: Structuring and delivering a presentation	Negotiation Stages in negotiating Using diplomatic language Skills: Conducting a successful negotiation	Presentations Note: Business dress required	Assignment: Resume Test

MONTH 2	EMPLOYMENT	MARKETING	MANAGEMENT	FINANCE&TRADE
<b>Monday</b>	<u>Job skills</u> Job search strategy Networking Achievement based resume	1 <sup>st</sup> project guideline Communication Communication problems in the organizations Problem-solving skills on the phone Creating a sense of identity	MANAGEMENT STYLE Management styles and qualities Analysis the problem caused management styles and give suggestion	<u>Project Start-Investment Challenge</u> <u>E-commerce</u> Difficulties of distribution Presentations Internet terms
<b>Tuesday</b>	Job Skills Draft resume Job specific Cover Letter Interview Skill	Market & Consumers <u>Marketing Communications</u>	GLOBAL MANAGEMENT International Management structure Motivating staff <u>Global HR Management</u>	<u>Import &amp; Export</u> Challenge & benefits <u>Foreign Exchange Activities</u> <u>FIX Terminology</u>
<b>Wednesday</b>	Job Skills Develop interview technique Practice Interview skills “Behavioral Interview”	<u>International Marketing</u>  International Marketing Mix Brainstorming skills Creating a global brand	<u>Team work</u> Build a team Successful term working Conflict Resolve skills Mini Project	<u>Finance International Business</u> <u>GLOBAL FINANCIAL INSTITUTIONS</u> History of stock market and bond Market Basics
<b>Thursday</b>	<u>JOB SATISFACTION</u>  MOTIVATING FACTORS THE IDEAL JOB HANDLING DIFFICULT SITUATIONS SKILL Mock Interview <i>*First draft resume to Tong</i>	Build relationship Relationship marketing Networking skills Strengthen Customer loyalty	<u>Conflict resolution in the Unionized workplace</u> <u>Crisis Management</u> Coping with crises Skills for Asking and answering difficult questions Role play of press conference Introduction to Final Finance project	raising finance  Financial Terms Business incubators Negotiate for finance a company. Final resume and cover letter
<b>Friday</b>	<u>THE FUTURE OF BUSINESS</u> PRODUCTS AND SERVICE OF THE FUTURE SKILLS FOR GETTING THE RIGHT INFORMATION PREDICTION OF FUTURE NEED- DESIGN PRODUCT FOR THE FUTURE-MINI PROJECT	<u>Success</u>  Successful peoples and Companies Negotiation skills Marketing Project Presentation	RISK Managing risk Strategies on risk Skills for Reaching Agreement	<u>Take over &amp; Merge</u> Making acquisitions Why mergers fail Summarizing in presentation skills  The function of an M&A Dept

Textbook: Market Leader-intermediate and higher intermediate levels  
Business 2000-International Business

## Business Communication Internship Program

This distinctive program is designed to train students to communicate accurately and effectively in an English-speaking business environment. Students will practice and improve their Business English and learn practical North American business methods inside the classroom combined with hands on work experience in a Canadian Business.

Students will be thoroughly trained in the communication skills necessary to achieve their personal goals. The internship opportunities with structured organizations in a professional environment will enable students to meet Canadian business professionals and apply their English and business skills to practical use, after which the experience can be added to their resumes.

The Business Communication plus internship program will help students to focus on their career aspirations and decide their future.

### About our teachers and our teaching methodology

Our teaching staffs are extremely knowledgeable and highly qualified with University degrees and TESL Certificate in addition to real business experience. Our approach to teaching and learning a language is essentially learning-by-doing and communicative. Our curriculums were designed to focus on projects, case studies, presentations and teamwork. Students will be encouraged to actively participate in the process of learning and acquiring the language.

### Our Curricula

During class, two kinds of communication are emphasized: meetings and presentations. Because the classes are conducted as business meetings, students learn how to participate in and lead different kinds of business meetings, such as problem-solving and decision-making ones. Since presentations are so frequently used in business situations, students learn the style used in North America. They also practice by giving several presentations in different types of situations: formal, informal, as individuals and in groups.

It is important that students practice utilizing their English skills for business. Therefore, a variety of methods are used in class, including question and answer, projects, case studies and role-plays. Each exercise allows participants to develop their English skills while dealing with the business topics being presented. These activities are combined with speaking, reading and comprehension exercises.

## Qualifications

Students can have mixed backgrounds in education and training, but must have at least an intermediate level of English to be eligible for the program. Students interested in internship should be mature, motivated self-starters who are independent and flexible.

## Internship types:

**We customize our internship placement for each individual student. Our internship placement includes but is not limited to the following sectors.**

Finance & Accounting

Business Administration in all functions of business

Advertising, PR & Marketing

Human Resources

International Trade

Sports

Logistics

Engineering

Interior Design

Graphic Design

Computer Science

Tourism & Hospitality

Mass Media (Radio, TV, Film)

Medical fields

Airline industry

Music

## Internship skills Profile

*These are general requirement; skills vary depending on the industry.*

### **Benefits of doing an internship:**

- Canadian work experience
- A letter of recommendation or evaluation from employer which can be used for future employment
- The opportunity to use English in an English-speaking working environment
- The application of acquired knowledge and skills to a Canadian or international company
- Highly qualified candidates and performers may possibly received full-time employment offers by the company.

### **Internship placement procedure:**

RCIIS staff will work closely with internship students to help them find a suitable placement. After starting the program, students will have an orientation meeting with our Internship Placement Officer Placement who will provide them with any necessary counseling throughout the program. Students can indicate their preferences. They will be given information about possible industries or companies and the variety of benefits from each. We consider the following when making a recommendation:

- English communication skills
- Educational background or training
- Relevant work experience
- The Student's motivation, capability and personality

\*No Classes from December 24-26 and 31

## Qui peut participer?

- Les étudiants de grandes Institutions
- Les hommes d'affaires
- Les Artistes
- Les travailleurs
- Les membres de la société civile
- Les individus talentueux avec un bon niveau d'éducation

## détails de programme de formation en Business Communication

**Niveau d'anglais:** Intermédiaire ou bon

**Durée du Programme:** 4 mois (2 mois de Formation et 2 mois de stage en entreprise)

**Localisation:** Canada

**Domaine de formation:** Business Communication

**Logement:** famille d'accueil, nutrition ou budget hôtel

**Certification:** Certificat de formation

## Le coût de programme

- Le programme de formation en Business Communication à un coût. Il est à noter que le coût du programme comprend:
- inscription au programme et Adhésion à l'APBJ pour assistance.
- Frais du programme de formation
- Billet d'avion
- Logement en famille d'accueil ou hôtel

## Les tarifs du programme de Formation et stage en entreprise

### Price list for Business Communication program (8weeks)

Tuition	\$2475
Materials Fee	\$145
Registration Fee	\$100
<b>Total</b>	<b>\$2720</b>

\*

Internship Placement	\$800
----------------------	-------

### Price list for Accommodation and Airport Pickup

Homestay	\$750 with 2 meals
Shared house	\$380-455* place varies with floor level
Private house	\$850 per months * booking at least 2months in advance
Accommodation placement	\$100
Airport Pickup	\$100

## Tarifs du Programme Formation en Business Communication Durée 4 mois (2 mois de formation et 2 mois de Stage)

Tuition	\$2475
Materials Fee	\$145
Internship Placement	\$800 to be paid on completion of 1st month study
Accommodation placement	\$100
Airport Pickup	\$100
Homestay	\$750 with 2 meals X 4= 3000
Registration Fee	\$100
<b>Total</b>	<b>\$5920</b>

N° 65 / RDA/F.34/BAPP. 1400, Rue Gallieni Akwa Douala – Cameroun Tel: +237 99376852.

Web: <http://www.planetbusjeune.org/> E-mail: [planetbusjeune@yahoo.fr](mailto:planetbusjeune@yahoo.fr)

## Les conditions requises pour s'inscrire

- inscription et Adhésion à l'APBJ pour assistance (130.000 FCFA (€200) non remboursable)
- Avoir 18 ans ou plus
- Photocopie de la carte nationale d'identité
- Photocopie du passeport
- 4 photos du passeport 4X4
- Extrait de Casier judiciaire
- Attestation de travail pour les travailleurs et un certificat de scolarité pour les étudiants
- L'Acte de naissance ou de mariage
- Les bulletins de paie pour les six derniers mois justifiant que vous travaillez dans une société ( pour les travailleurs)
- Une lettre signée par les parents ou la personne qui sponsorise le programme
- Une Ordre de mission pour les travailleurs signé par le Directeur de la société si vous voyagez sous couvert d'une société
- Un CV de participant
- Les frais de VISA
- L'Assurance de voyage
- Une lettre d'engagement signée avec APBJ stipulant clairement que vous avez lu, compris et accepté toutes les conditions couvrant le programme.

## -Le calendrier de paiement

1-une fois votre inscription Validé, vous devez effectuez vos frais de formation à 100% du montant facturé.

### -Procédure à suivre:

- inscrire à l'APBJ.
- Signer une lettre d'engagement attestant que vous avez lu, compris et accepté toutes les conditions couvrant le programme
- S'inscrire au programme à travers APBJ (un reçu de confirmation vous sera remit; le montant dépendra de programme)
- Une lettre de confirmation vous sera envoyé par notre partenaire ainsi que la lettre d'invitation pour le programme.
- Vous pouvez maintenant remplir la demande de VISA (nos consultants vous aideront pendant le processus) Assurez-vous d'avoir réunis tous les documents demandés par l'ambassade.
- Votre dossier sera envoyé à l'ambassade concernée (vous aurez à payer tous les frais de VISA ce qui dépend de la destination.
- Votre VISA vous sera remit
- Vous pouvez maintenant assister à une réunion organisée par l'APBJ pour les derniers conseils

- Vous pouvez maintenant voyager.
- Bon voyage et au retour

NB : Tous les Visas sont Remis par l'Ambassade du pays concerne. Nous ne Délivrons pas de Visa et nous ne pouvons pas influencer le processus de quelque manière que soit.

### **REFUND POLICY**

**\*In all cases, the registration fee is non - refundable.**

As student authorization or Visitors visas can take up to several weeks to process, please consider this length of time.

### **REJECTED VISA**

In the event that you do not get your student visa, institution will refund all fees, except for the non-refundable Registration fee, but only upon receipt of the original Letter of Acceptance and Receipt from institution along with the official letter from the Canadian Embassy refusing the visa.

### **CANCELLATION AFTER GETTING STUDENT VISA**

There is no refund of any fee for applicants who have successfully received their visas with the Letter of Acceptance and other documents and assistance from institution.

### **CANCELLATION BEFORE THE START OF PROGRAM**

If written notice of withdrawal is received by the institute providing student returns of original Letter of Acceptance and Receipt issued by the institute 30 calendar days or more before the start of the program, a cancellation fee of 25% of total tuition fee will be charged.

Less than 30 calendar days before the start of the program, a cancellation fee of 50% of total tuition fee will be charged.

### **CANCELLATION AFTER THE START DATE & DISMISSAL**

<b>% Program Completed</b>	<b>% Tuition Refunded</b>
Up to 10%	50%
Up to 30%	30%
After 30%	0%

**If for any reason, a student is dismissed from institution, no refund will be made on the subsequent month's tuition.**

## DEFERRALS

You may defer your registration start date one time only, you will be charged a 10% of tuition fee as deferral fee before the start date. Defer your program after starting the program, a 25% of tuition fee as deferral fee will be charged and the institute will decide your returning session. There will be no deferrals for the second term.

## ACCOMMODATION REFUND

Accommodation refund requests must be received in writing at last 30 days in advance. The placement fee is non-refundable.

## ACKNOWLEDGMENTS

**I have read and understand both sides of this Enrollment Application and wish to be accepted as a student of institution. I understand and accept all enrollment conditions and refund policy.**



**Contact APBJ pour inscription**  
**Tel: (00237) 99376852**  
**E-mail: [planetbusjeune@yahoo.fr](mailto:planetbusjeune@yahoo.fr)**  
**<http://www.planetbusjeune.org/>**  
**1400, Rue Gallieni Akwa Douala-Cameroun**

N° 65 / RDA/F.34/BAPP. 1400, Rue Gallieni Akwa Douala – Cameroun Tel: +237 99376852.  
Web: <http://www.planetbusjeune.org/> E-mail: [planetbusjeune@yahoo.fr](mailto:planetbusjeune@yahoo.fr)