



Communication and Service Essentials Diploma with Co- Op

Program Syllabus

Disclaimer: While all information in this syllabus is accurate at the time of publication, the contents of this document may be subject to updates as communicated by ILAC International College.



PROGRAM DESCRIPTION

For businesses, every customer service representative must specialize in certain soft skills to be able to cater to clients to provide the best possible experience for them. These skills such as communication, active listening, problem solving, teamwork etc. will enable customer service representatives to manage customer expectations, and in turn, will help retain more customers. This program is for people working or planning to work in the tourism, hospitality and travel industries. You will be trained on the key soft skills and language needed for the customer service industry while focusing on applying these skills in the workplace. Core language skills are developed through a wide range of work-related tasks and emphasis is placed on realistic communication tasks, which give you the opportunity to build workplace confidence.

PROGRAM OUTCOMES

By the end of this program, students will be able to:

- Apply customer service strategies reflecting current trends in the hospitality industry.
- Demonstrate occupational skills, roles, and responsibilities to create a positive customer service experience in various hospitality positions.
- Conduct oneself in a professional manner demonstrating an understanding of workplace norms, guidelines, regulations and legislation.
- Demonstrate the language skills needed to successfully communicate in English with customers and in a workplace context.
- Perform administrative and project-based tasks required in the workplace demonstrating teamwork skills.
- Demonstrate the professional techniques needed in the workplace context including the use of personal and organizational technology

Program Name: Communication and Service Essentials Diploma with Co-Op

Career Occupation: other customer and information services; and food counter attendants, kitchen helpers and related support occupations.

Credential awarded upon completion: Diploma

Number of Weeks: 60 weeks + reading weeks

Work Experience Component: 600

Instructional Hours: 605

Total Hours: 1205

PROGRAM INFORMATION

Admission Requirements

To be admitted into the Communication and Service Essentials Diploma with Co-Op program, students must meet the following criteria, which are non-negotiable:

- Ontario Secondary School Diploma or equivalent*
- International Students: ILAC English High Intermediate level 8 or IELTS Academic 4.0, TOEFL 40, or equivalent
- Successful interview with an ILAC International College team member

*If a student completes his/her undergraduate degree in a country other than Canada and the U.S., student must assess his/her credentials through a recognized assessment service, or being 18 years old and achieve 14 points on the Wonderlic test.

Advanced Standing Policy

ILAC International College provides credit to a student upon admission for courses previously taken within the college or other colleges. In order to grant credits, the institution requires formal request from the student and a copy of the course outline. A minimum grade of 70% is required to transfer credits, as well as the course must have at minimum the same coursework hours. Students may contact the Registrar to confirm the eligibility for advanced standing.

Start Dates

Students may be admitted into the Communication and Service Essentials Diploma program on fixed start dates. Refer to the ILAC International College website for more information: www.ilacinternationalcollege.com



Delivery of Instruction

This course is delivered in English on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips. Topics and skills are revisited throughout the courses to reflect our belief that knowledge is acquired through repetition and application in various contexts.

Required Equipment and Resources

To enhance learning experiences at the college, the use of online and mobile technologies in and out of the classroom will be required. By bringing their own computers and devices, students will be able to participate in collaborative learning environments and build the technological skills needed in today's workforce. All lesson and course materials will be provided to students.

Course Assessments

Students are expected to complete all assignments in the course. Program certification is achieved at:

- a pass (70-79%)
- high pass (80-89%), or
- distinction level (90-100%)

A total coursework score of 70% is required to pass this course. A minimum score of 60% must be achieved on all exams. Only one (1) rewrite is permitted per course for either an exam or assignment. More detailed descriptions of each assignment and instructions will be distributed during the course.

METHOD OF EVALUATION

Learning will be measured throughout the course using various assessment methods. These may include assignments, activities, simulations, quizzes, review questions, or exams. Students will also be graded on participation.

PROGRAM ORGANIZATION

Below is a list of the courses offered in the Communication and Service Essentials Diploma with Co-Op program to show a scope and sequence of subject matter sufficient to achieve the learning outcomes. The courses are listed as they are offered by term. Order of courses taken will be determined by start date. Course outlines will be distributed on the first day of each course. These outlines will include the core course outcomes and sub-outcomes (teaching and learning points), and required texts and resources.

LANGUAGE FOUNDATIONS FOR BUSINESS

Course Description: This course is intended for those who want to improve their English communication skills required for the modern world of business and customer service. Topics include the fundamentals of grammar, vocabulary, and pronunciation skills needed in a business context. This course explains words and expressions required in business, and focuses on written and spoken grammar, providing authentic language practice to build your confidence to communicate effectively as a professional in customer service and business.

Pre-Requisites: None

Number of Weeks: 6

Total Hours: 60

Homework: 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Market Leader, Pre-Intermediate – David Falvey, David Cotton, and Simon Kent. Pearson Education
- Grammar for Business - Michael McCarthy, Jeanne McCarten, David Clark, Rachel Clark. Cambridge University Press.
- Business Vocabulary in Use: Elementary to Pre-Intermediate, 2nd Edition – Bill Mascull. Cambridge University Press.

ENGLISH SKILLS DEVELOPMENT



Course Description: This course is designed to develop your core business skills through a task-based, integrated skills approach focusing on reading, listening, and discussion. Case studies will be used to help you learn general business practices and engage you in discussions about business problems where you will recommend solutions through active group work and collaboration.

Pre-Requisites: None **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Market Leader, Pre-Intermediate – David Falvey, David Cotton, and Simon Kent. Pearson Education

BUSINESS COMMUNICATION

Course Description: In this course, you will use a variety of communication 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 business, and encourages critical thinking about spoken and written communication. Lessons will offer you a task-based, integrated skills approach to develop core business skills such as writing daily workplace correspondence, taking part in meetings and interviews, and engaging in small talk.

Pre-Requisites: None **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Market Leader, Pre-Intermediate – David Falvey, David Cotton, and Simon Kent. Pearson Education
- Essentials of Business Communication, 9th Canadian Edition – Guffey, Loewy, and Almonte. Nelson Publishing.
- Business English Activities – Jane Cordell. Cambridge University Press.

PROFESSIONAL PRESENTATION SKILLS

Course Description: Aimed at those wishing to be confident speakers who can successfully use English in a work environment, this course looks at what makes a successful, motivating presentation. You will gain insight into the essential skills and techniques needed to ensure your public speaking is both motivating and memorable. You will learn the process of presenting from the opening to the closing, using your voice and body language effectively, and how to use various techniques to create a lasting impact in any situation.

Pre-Requisites: None **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Market Leader, Pre-Intermediate – David Falvey, David Cotton, and Simon Kent. Pearson Education
- Essentials of Business Communication, 9th Canadian Edition – Guffey, Loewy, and Almonte. Nelson Publishing.
- Dynamic Presentations – Mark Powell. Cambridge University Press.

CANADIAN WORKPLACE ESSENTIALS



Course Description: 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.

Pre-Requisites: Language Foundations for Business, English Skills Development, Business Communication and Professional Presentation Skills **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Business Communication: Polishing Your Professional Presence (3rd Edition) - Barbara G. Shwom
- Business Communication Today (13th Edition) - Courtland L. Bovee, John B. Thill, et al.
- Fundamentals of Organizational Behaviour (5th Edition) – Nancy Langton, et al.
- Professionalism: Skills for Workplace Success (4th Edition) – Lydia E. Anderson

CUSTOMER SERVICE SKILLS

Course Description: This course explores the core competencies and best practices that enhance excellent customer service solutions. Students will learn how to 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.

Pre-Requisites: Language Foundations for Business, English Skills Development, Business Communication and Professional Presentation Skills **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Customer Service: Career Success Through Customer Loyalty (6th Edition) – Paul R. Timm
- Unleashing Excellence: The Complete Guide to Ultimate Customer Service (2nd Edition) – Dennis Snow & Teri Yanovitch
- Customer Service: A Practical Approach (6th Edition) – Elaine K. Harris

EVENT PLANNING

Course Description: 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 managerial and administrative tasks, negotiation, and other roles and responsibilities of Conference and Event Coordinators.

Pre-Requisites: Language Foundations for Business, English Skills Development, Business Communication and Professional Presentation Skills **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and



discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Meetings, Expositions, Events, and Conventions: An Introduction to the Industry (4th Edition) – George G. Fenich
- Planning and Management of Meetings, Expositions, Events, and Conventions – George Fenich

FOOD AND BEVERAGE SERVICE

Course Description: 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. Topics include the hospitality industry, food and beverage types, and effective table service.

Pre-Requisites: Language Foundations for Business, English Skills Development, Business Communication and Professional Presentation Skills **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Tourism: The Business of Hospitality and Travel (5th Edition) – Roy A. Cook, et al.
- The Professional Server: A Training Manual (2nd Edition) – Ronald C. Wilkinson, et al.
- Exploring the Hospitality Industry (3rd Edition) – John R. Walker
- Food and Beverage Service - John Cousins, Dennis Lillicrap and Suzanne Weeks

FRONT DESK SERVICES

Course Description: 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.

Pre-Requisites: Language Foundations for Business, English Skills Development, Business Communication and Professional Presentation Skills **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Administrative Procedures for the Canadian Office (9th Edition) – Lauralee Kigour
- Check in and Check Out: Managing Hotel Operations (9th Edition) - Gary K. Vallen
- Customer Service Skills for the Service Desk Professional (4th Edition) – Donna Knapp
- Retail Management: A Strategic Approach (12th Edition) - Barry R. Berman
- Pitman Office Handbook, Eight Edition (8th Edition) Joan I. Campbell

SALES FUNDAMENTALS



Course Description: 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.

Pre-Requisites: Language Foundations **Number of Weeks:** 6 **Total Hours:** 60 **Homework:** 4-6 Hours on Average
for Business, English Skills
Development, Business
Communication and Professional
Presentation Skills

Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

Textbooks and Equipment

- Selling Today: Creating Customer Value (7th Canadian Edition) – Gerald L. Manning
- Retail Management: A Strategic Approach (12th Edition) – Barry Berman
- Customer Service: A Practical Approach (6th Edition) – Elaine Harris

PLACEMENT COURSE

Course Description: This course is designed for Communication and Service Essentials Diploma with Co-Op students to prepare them for and assess the program outcomes through a work experience component.

Pre-Requisites: None

Number of Weeks: N/A

Total Hours: 5

Delivery and Instructional Methods

This course could take place on the phone, on-site in person, or through electronic communication depending on student and Host availability, and employment location.

Textbooks and Equipment: N/A

Homework: 2-4 Hours on Average

WORK EXPERIENCE COMPONENT

Course Description: This course is designed for Communication and Service Essentials Diploma with Co-Op students to apply the program outcomes through a work experience component.

Pre-Requisites: All preceding courses in accordance with program registration, except for Placement Course.

Number of Weeks: 30

Total Hours: 600

Delivery and Instructional Methods

This portion of the program takes place at the location of the Host organization.

Textbooks and Equipment: N/A

Homework: N/A

ACADEMIC STANDARDS POLICIES

It is expected that students will complete all examinations, assessments, placement (if applicable) and assignments as described in the Program Admission Requirements and Program Syllabus for this program of study as outlined.

Attendance Expectations

- ILAC International College keeps a record of your class attendance on a daily basis. Students are required to attend a minimum of 70% of the classes in each course **and** are required to attend a minimum of 70% of the program overall.
- Failure to meet the attendance requirements will result in students repeating the course in question, or potentially having work and study permits removed. It is the students' responsibility to speak with instructors



regarding any missed readings, assignments, class work etc.

- If there are any extenuating circumstances concerning a student's absence, the instructor should be notified as soon as possible. It is the student's own responsibility to stay current with the course material and course curriculum and to "catch up" on any missed classes regardless of the reason for absence. By way of example, skipping or missing a class where a test or an in-class assignment was announced will not excuse a student from that test or assignment.
- Regular attendance is taken for each class and both absenteeism and lateness will be recorded on the attendance sheet and forwarded to the Administration Office. While the Institute will seek to be consistent and reasonable in its approach to deciding what constitutes a valid reason for an absence, the Student Services Manager will have decision-making discretion in this process. The Institute will seek to balance the validity of the student's excuse with the importance of the course material missed.
- The Student Services Manager's remedies will be governed by the requirements of provincial regulatory bodies and any other regulatory requirements, to which the Institute is bound, as well as The Institute's "Discipline Policy" and best practices in the circumstances.

Coursework

- Students must successfully complete the required coursework for admittance into the work experience component of the program.
- Students must complete all courses with a minimum grade of 70%. In the event a student fails a course, s/he may repeat the course once.

Make-up Exams, Late Assignments

- Make-up tests, in lieu of tests missed due to illness or other permissible circumstances may be arranged. Any student who is unable to write a test at the scheduled time must make this request a minimum of three (3) days prior to the examination date. Student may be asked to provide documentation to support the absence (i.e. doctor's notes for illness). Unexcused absences from tests and exams may result in a score of zero (0).
- The instructors may use their discretion to determine if extensions on assignments will be granted. Assignments will be deducted 10% for every 24 hours they are late unless prior arrangements have been made three (3) days prior to the due date of the assignment by the student in writing.

Plagiarism

- Plagiarism is the act of submitting work that is, in whole or in substantial part, someone else's work, and representing it to be your own. Examples include, but are not limited to, the following:
 - copying previously published work;
 - copying another student's work;
 - reviewing materials or works from mailboxes, printers, faculty desks or other sources, and adopting those works as your own; and
- Using paid or unpaid services or other people to complete one's assignments.
- Students are expected to acknowledge the sources of ideas and expressions they use in essays, reports, assignments etc. Failure to do so constitutes plagiarism and is subject to academic penalty. Students who knowingly loan work to be copied, in whole or in part, by another student, for which a grade is assigned, are equally at fault in cases where plagiarism has occurred, and may also be open to academic sanction.

Cheating

- Cheating is defined as any deliberate attempt to obtain credit through the use of deceit or dishonest methods. Examples of such behavior include, but are not limited to, the following:
 - passing exam papers/solutions to another student;
 - repeatedly looking at other students' papers;
 - discussing or whispering of answers during a test;
 - submitting research reports in which no research took place; and
 - writing answers on a desktop.
- Collaboration where collaboration is expressly prohibited, whether or not that collaboration occurs online or otherwise (and despite the fact that collaboration will generally be encouraged by ILAC International College, in order to foster learning).
- Cheating offences are subject to academic penalty.

Academic Penalty

- Academic penalties often begin with the awarding of a zero (0) mark on the assignment/project/test for the first



offence and a notification from the Student Services Manager, in writing, of the offence. This notification is kept on file in the Institute's offices. A subsequent offence may result in removal from the course and the possibility of complete dismissal/expulsion from the program.

Dismissal/Expulsion

- Without limitation, a student may be dismissed/expelled from a program after review by the Student Services Manager for one of the following reasons:
 - failing or not completing all core courses (determined by program) in which the student is registered;
 - failing any course two (2) or more times; and/or
 - showing a consistent pattern over two (2) or more courses of failing to meet the program's standards or failure to meet expectations as determined in this syllabus. The Institute will seek to apply its policy of graduated discipline consistently, and in accordance with its "Discipline Policy".
- A student is considered to have withdrawn from his/her program of study if the student:
 - has advised the Institute that he/she has withdrawn from the program by completing the Institute's Withdrawal Form and/or
 - has not complied with the Institute's Academic Standards Policy or terms outlined in Enrolment Contract.

Grading Disagreements

- Where a student disagrees with a grade received or any decision resulting from application of the rules, policies, and regulations referenced in this syllabus in its entirety, the student shall discuss the matter with their instructor, or Student Services Manager in an attempt to resolve the problem.
- Both individual and/or group complaints should be handled as outlined above. Most complaints are resolved informally with the instructor or faculty member responsible for grading that student/group of students. Faculty members endeavor to be open and fair in dealing with students' concerns, thus students are encouraged to speak with the faculty member(s) involved in the matter.

Appeals

- A student who feels there have been extenuating circumstances that adversely affected his/her academic outcome/progress may appeal to the Student Services Manager. A student who is dissatisfied with the decision of first instance may appeal to the Institute's Academic Manager.

Graduation Policy

- In order to complete the requirements for graduation, and receive ILAC International College Diploma or Certificate, successful graduates must have:
 - passed all course requirements (including work placement) with the required minimum grade,
 - passed all course examinations, and
 - met program attendance requirements.
- Upon completion of all course components and submission of work placement review documents, students will receive a transcript, and certificate or diploma. These take three to five (3-5) business days to prepare. Please contact the Student Services Manager for any early document requests.