



Program Viewbook | 2022-2023
Toronto & Vancouver

Study & Work in Canada

Develop Skills for Success and Gain Work Experience in Canada 🍁



Message from the President

Congratulations on taking your first step in dreaming big and building your future in Canada, the land of opportunity! At ILAC International College, we believe that **studying and working in Canada** is the best way to discover who you are and what you want to achieve. Canada is the greatest place on earth if you are a young, talented and educated student or professional looking for an opportunity to change your life, gain real international experience and perfect your communication skills. On behalf of the entire ILAC community, I invite you to build your future for success at ILAC International College.



Jonathan Kolber
President

Accreditations

When you choose to study at ILAC International College, you can rest assured that you are receiving superior education at the highest level of industry standards. Our institution is accredited by provincial and federal bodies designated to ensure high-quality programs and industry relevant training.



Designated B.C. Private
Training Institutions Branch



BC Career Colleges
Association



Province of British Columbia:
Education Quality Assurance



Career Colleges
Ontario



National Association of
Career Colleges

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“ILAC International College is an excellent option for those who wish to develop their professional career as well as their English, since it gives you the opportunity to **immerse yourself in the labour market**, network and meet people from all over the world.”

Lina Mogollón Venezuela



“We want to thank everyone who voted for us and for supporting our vision of diversity and innovation. Thanks to you, ILAC International College really is a place where students can dream big.”

Jonathan Kolber & Ilan Cohen



ILAC INTERNATIONAL COLLEGE



WHY ILAC INTERNATIONAL COLLEGE?

CANADA: THE LAND OF OPPORTUNITY

Canada has a rapidly growing economy with incredible opportunities to work and do business. Both Toronto and Vancouver are multicultural, and among the most livable cities in the world.

WORK EXPERIENCE IN CANADA

Gain Canadian work experience while you are enrolled in one of our co-op programs. You will practice the knowledge you have learned in class, develop professional contacts within the industry and enhance your résumé while studying.



AMAZING INSTRUCTORS

The Instructors at ILAC International College are leading industry professionals with extensive knowledge and expertise in their field. They bring to the classroom a passionate, hands-on approach to learning through practical application of the material.

IMPROVE YOUR BUSINESS ENGLISH SKILLS






Enhance your professional writing skills and enrich your business English vocabulary. Develop public speaking and presentation skills that will help you feel comfortable to give speeches and attend seminars in English.

EARN A CANADIAN DIPLOMA

Secure your future with a widely recognized diploma in the fields of Business, Sales & Marketing, and Hospitality.

CANADA: THE LAND OF OPPORTUNITY

Canada is repeatedly ranked as one of the best countries in the world to study, work and live. Students who choose Canada get a quality education and earn widely recognized credentials.

-  **Affordable, world-class education**
-  **Growing economy with many jobs**
-  **Peaceful and safe cities**
-  **All cultures welcomed and celebrated**
-  **Ranked #1 country for quality of life***

*source: usnews.com



LOCATIONS



Toronto

Canada's business and cultural capital

Toronto is Canada's largest city and a world leader in business, finance, technology, entertainment and culture. One of the most multicultural cities in the world, Toronto welcomes over 40 million visitors a year.



Vancouver

The fastest-growing economy in Canada

With a thriving economy, modern lifestyle and beautiful views, Vancouver is a popular destination for study, work and travel. Vancouver is home to major companies such as Sony Pictures Imageworks, Microsoft, Hootsuite and many more.

WORLD-CLASS FACILITIES

Education • Style • Ambiance

ILAC International College's boutique campuses are located in the heart of Toronto and Vancouver. The neighbourhoods are upscale, safe and steps away from the city's most famous landmarks and attractions. The bright and modern state-of-the-art buildings provide the perfect environment for learning and socializing.



APPLIED LEARNING + PROFESSIONAL EXPERIENCE

The instructors at ILAC International College are leading industry professionals with extensive knowledge and expertise in their field. They bring to the classroom a passionate, hands-on approach to learning through practical application of the material. Through an expert understanding of the local workplace, our instructors work to demonstrate how to be successful in Canada.

Programs

Service Excellence for Business Programs	Length	English Requirement	See Page
Service Excellence for Business Diploma with Co-op	48 Weeks	ILAC Level 10 (IELTS 4.5)	9
Service Essentials for Business Diploma with Co-op	40 Weeks	ILAC Level 10 (IELTS 4.5)	9
Service Excellence for Business Certificate	26 Weeks	ILAC Level 10 (IELTS 4.5)	9

Service Excellence with Business Communication Programs	Length	English Requirement	See Page
Communication & Service Essentials Diploma with Co-op	60 Weeks	ILAC Level 8 (IELTS 4.0)	11
Communication & Service Essentials Certificate	30 Weeks	ILAC Level 8 (IELTS 4.0)	11

Sales & Marketing Programs	Length	English Requirement	See Page
Sales & Marketing Diploma with Co-op	92 Weeks	ILAC Level 12 (IELTS 5.0)	13
Sales & Marketing Certificate with Co-op	54 Weeks	ILAC Level 12 (IELTS 5.0)	13
Sales & Marketing Diploma	52 Weeks	ILAC Level 12 (IELTS 5.0)	13

Business Administration Programs	Length	English Requirement	See Page
Business Administration Diploma with Co-op	92 Weeks	ILAC Level 12 (IELTS 5.0)	15
Business Administration Diploma	52 Weeks	ILAC Level 12 (IELTS 5.0)	15



"I love how ILAC International College opens doors and I would never ever be able to count how many it has already opened for me here in Canada. The co-op part of the program gave me an opportunity to **gain experience working in Canada** and become familiar with the way people work here. I am super excited and every day I feel more confident with the career I want for my life!"

Mariana Vieira Brazil





Service Excellence for Business Programs

CAMPUS

Toronto
Vancouver

PROGRAM OPTIONS

Service Excellence for Business Diploma **with co-op**

48 weeks

24 weeks in class +
24 weeks of co-op

Service Essentials for Business Diploma **with co-op**

40 weeks

20 weeks in class +
20 weeks of co-op

Service Excellence for Business Certificate

26 weeks

24 weeks in class +
2 weeks of final project

START DATES 2022/2023

May 16, 2022	March 27, 2023
June 27, 2022	May 15, 2023
August 15, 2022	June 26, 2023
September 26, 2022	August 14, 2023
November 7, 2022	September 25, 2023
January 3, 2023	November 6, 2023
February 13, 2023	

CLASS TIMES

Monday – Friday
3:00pm – 6:00pm

+5 hours online component per week.

Apply Now!

ilac.com/apply-now

ABOUT THE PROGRAMS

Customer service training is essential to any organization that deals with people. In every industry, excellent service leads to loyal customers and repeat sales.

The Service Excellence programs at ILAC IC explore the roles and responsibilities of service professionals in a business setting. Courses in event planning, sales and Canadian workplace values give students the skills to succeed in every field.

Students learn how to create positive client experiences and have the option of doing a paid work placement (co-op) in Canada.

- Earn a Canadian diploma & **gain work experience in Canada**
- Enjoy a flexible work schedule with **afternoon classes**
- Guaranteed job placement **during co-op**

WORKING IN CANADA

Full-time students who qualify are permitted to work off-campus part-time during their study component and full-time during scheduled breaks and their co-op term.

CO-OP WORK EXPERIENCE

During the co-op term, students practice the knowledge learned in class and gain Canadian work experience in the Service Excellence and Service Essentials fields. Co-op is also an opportunity to develop professional contacts within the industry and enhance student résumés. ILAC IC's Co-op advisors offer support throughout the process of finding the right placement. Students can work full-time during the co-op component.

Work experience during the co-op term may include entry-level positions such as:

- Sales Representative NOC 6552
- Sales Ambassador NOC 6552
- Retail Sales Clerk NOC 6421
- Barista NOC 6511
- Receptionist NOC 6511
- Hotel Front Desk Agent NOC 6511

ADMISSION REQUIREMENTS

English Proficiency: ILAC English Pre-Advanced **level 10** or IELTS Academic 4.5

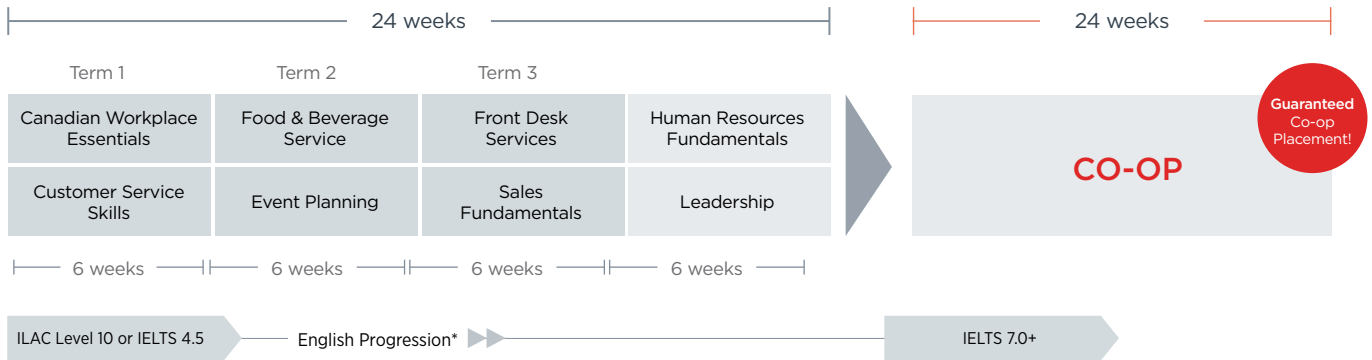
Education: High School/Secondary School Diploma or higher education*

Interview: Successful interview with an ILAC International College team member

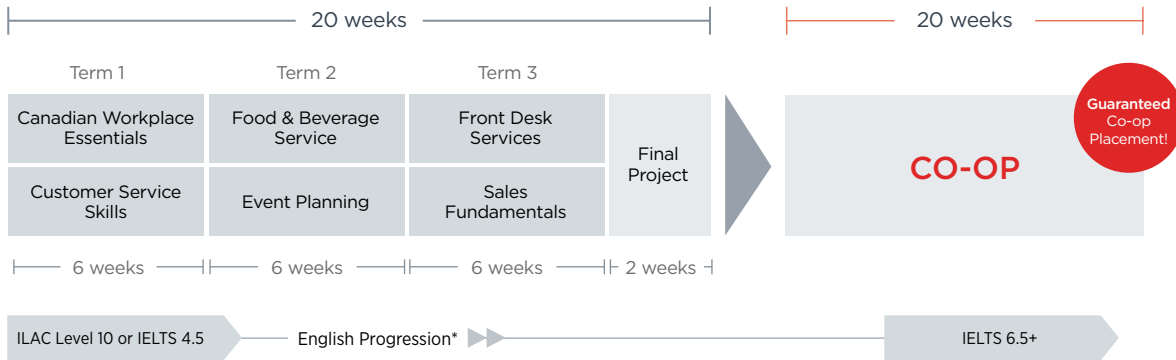
* For Toronto Only: if a student completes his/her undergraduate degree in a country other than Canada or the U.S., the student must pass a FREE qualifying test upon application or assess his/ her credentials through World Education Services: www.wes.org/ca/students.



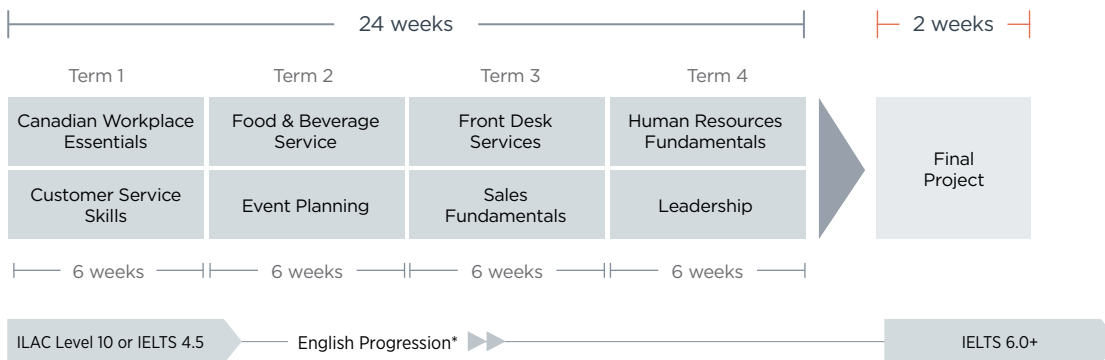
SERVICE EXCELLENCE FOR BUSINESS DIPLOMA WITH CO-OP / 48 WEEKS



SERVICE ESSENTIALS FOR BUSINESS DIPLOMA WITH CO-OP / 40 WEEKS



SERVICE EXCELLENCE FOR BUSINESS CERTIFICATE / 26 WEEKS



* English progression may vary and is dependent on effort, regular attendance and self-study time outside of class.



Service Excellence with Business Communication Programs

CAMPUS

Toronto
Vancouver

PROGRAM OPTIONS

Communication and Service Essentials Diploma with co-op

60 weeks

30 weeks in class +
30 weeks of co-op

Communication and Service Essentials Certificate

30 weeks

30 weeks in class

START DATES 2022/2023

May 16, 2022	March 27, 2023
June 27, 2022	May 15, 2023
August 15, 2022	June 26, 2023
September 26, 2022	August 14, 2023
November 7, 2022	September 25, 2023
January 3, 2023	November 6, 2023
February 13, 2023	

CLASS TIMES

Monday - Friday
3:00pm - 6:00pm

+5 hours online component per week.

ABOUT THE PROGRAMS

Communication is key to any successful business. In every industry, excellent communication skills are required to properly share information with customers, partners and employees.

The Communication and Service Essentials programs at ILAC IC explore the roles and responsibilities of communication professionals in a service setting. Courses in business language, formal presentations and front desk services give students the skills to succeed in any field.

Students learn how to become part of a strong communications team and have the option of doing a paid work placement (co-op) in Canada.

- Earn a Canadian diploma & **gain work experience in Canada**
- Enjoy a flexible work schedule with **afternoon classes**
- Guaranteed job placement **during co-op**

WORKING IN CANADA

Full-time students who qualify are permitted to work off-campus part-time during their study component and full-time during scheduled breaks and their co-op term.

CO-OP WORK EXPERIENCE

During the co-op term, students practice the knowledge learned in class and gain Canadian work experience in the Communication and Service Essentials field. Co-op is also an opportunity to develop professional contacts within the industry and enhance student résumés. ILAC IC's Co-op advisors offer support throughout the process of finding the right placement. Students can work full-time during the co-op component.

Work experience during the co-op term may include entry-level positions such as:

- Sales Representative NOC 6552
- Sales Ambassador NOC 6552
- Retail Sales Clerk NOC 6421
- Barista NOC 6511
- Marketing Assistant NOC 1411
- Office Administrator NOC 1411

ADMISSION REQUIREMENTS

English Proficiency: ILAC English High-Intermediate **level 8** or IELTS Academic 4.0

Education: High School/Secondary School Diploma or higher education*

Interview: Successful interview with an ILAC International College team member

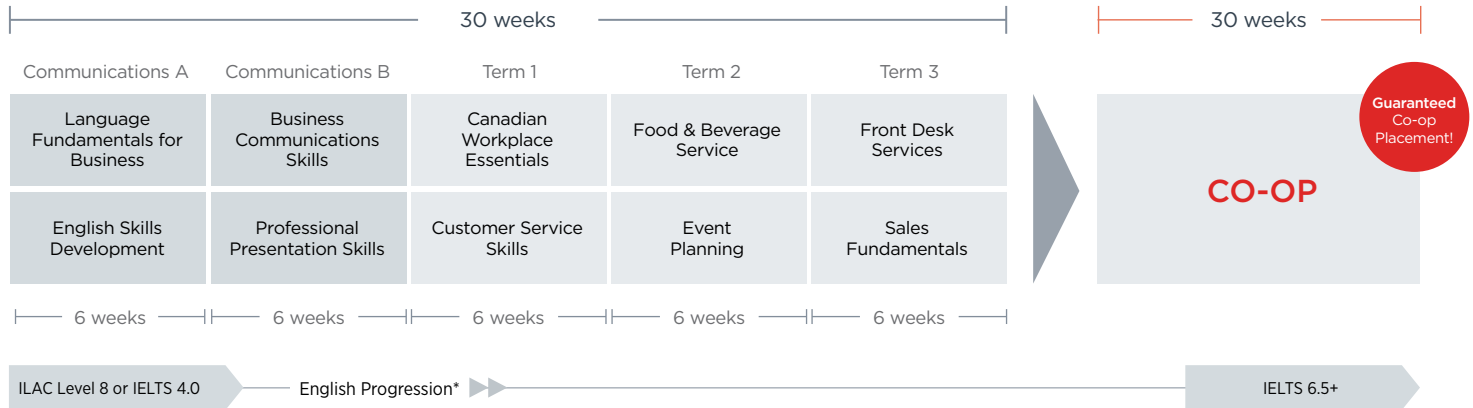
* For Toronto Only: if a student completes his/her undergraduate degree in a country other than Canada or the U.S., the student must pass a FREE qualifying test upon application or assess his/ her credentials through World Education Services: www.wes.org/ca/students.

Apply Now!

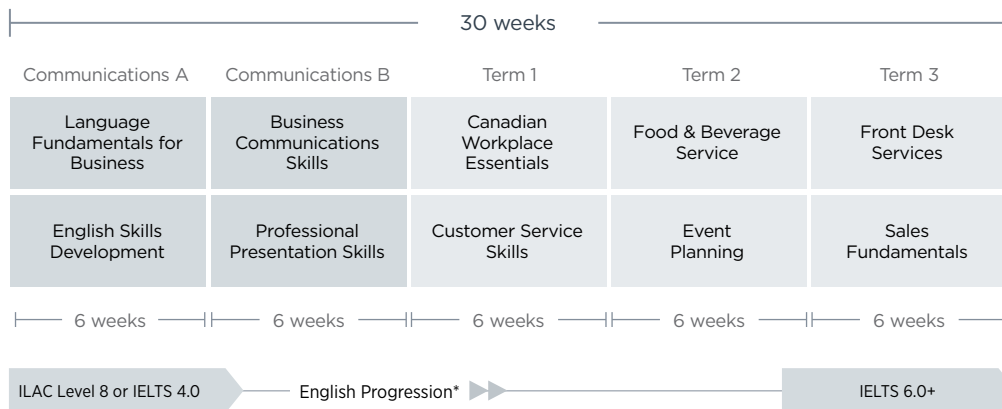
ilac.com/apply-now



COMMUNICATION AND SERVICE ESSENTIALS DIPLOMA WITH CO-OP / 60 WEEKS



COMMUNICATION AND SERVICE ESSENTIALS CERTIFICATE / 30 WEEKS



* English progression may vary and is dependent on effort, regular attendance and self-study time outside of class.



Sales & Marketing Programs

CAMPUS

Toronto
Vancouver

PROGRAM OPTIONS

Sales & Marketing Diploma with co-op

92 weeks

40 weeks in class +
12 reading weeks +
40 weeks of co-op

Sales & Marketing Certificate with co-op (Vancouver only)

54 weeks

24 weeks in class +
6 reading weeks +
24 weeks of co-op

Sales & Marketing Diploma

52 weeks

40 weeks in class +
12 reading weeks

START DATES 2022/2023

May 24, 2022	March 13, 2023
August 8, 2022	May 23, 2023
October 17, 2022	August 7, 2023
January 9, 2023	October 16, 2023

CLASS TIMES

Monday – Thursday
6:15pm – 9:45pm

+5 hours online component per week.

Apply Now!

ilac.com/apply-now

ABOUT THE PROGRAMS

The success of any product or service is dependent on the sales and marketing professionals that make it attractive to consumers. In every industry, selling and promoting is an essential part of a business or organization.

The Sales & Marketing programs at ILAC IC explore the roles and responsibilities of sales and retail professionals in a variety of different settings. Courses in consumer behaviour, project management and digital marketing help students develop skills to work across cultures in sales, brand promotion and social media.

Students learn how to become part of a strong sales and marketing team and have the option of doing a paid work placement (co-op) in Canada.

- Earn a Canadian diploma & **gain work experience in Canada**
- Enjoy a flexible work schedule with **evening classes**
- Guaranteed job placement **during co-op**

WORKING IN CANADA

Full-time students who qualify are permitted to work off-campus part-time during their study component and full-time during scheduled breaks and their co-op term.

CO-OP WORK EXPERIENCE

During the co-op term, students practice the knowledge learned in class and gain Canadian work experience in the Sales & Marketing field. Co-op is also an opportunity to develop professional contacts within the industry and enhance student résumés. ILAC IC's Co-op advisors offer support throughout the process of finding the right placement. Students can work full-time during the co-op component.

Work experience during the co-op term may include entry-level positions such as:

- Sales Representative NOC 6552
- Sales Ambassador NOC 6552
- Retail Sales Clerk NOC 6421
- Marketing Assistant NOC 1411
- Office Administrator NOC 1411
- Retail Consultant NOC 6421

ADMISSION REQUIREMENTS

English Proficiency: ILAC English Advanced **level 12** or IELTS Academic 5.0

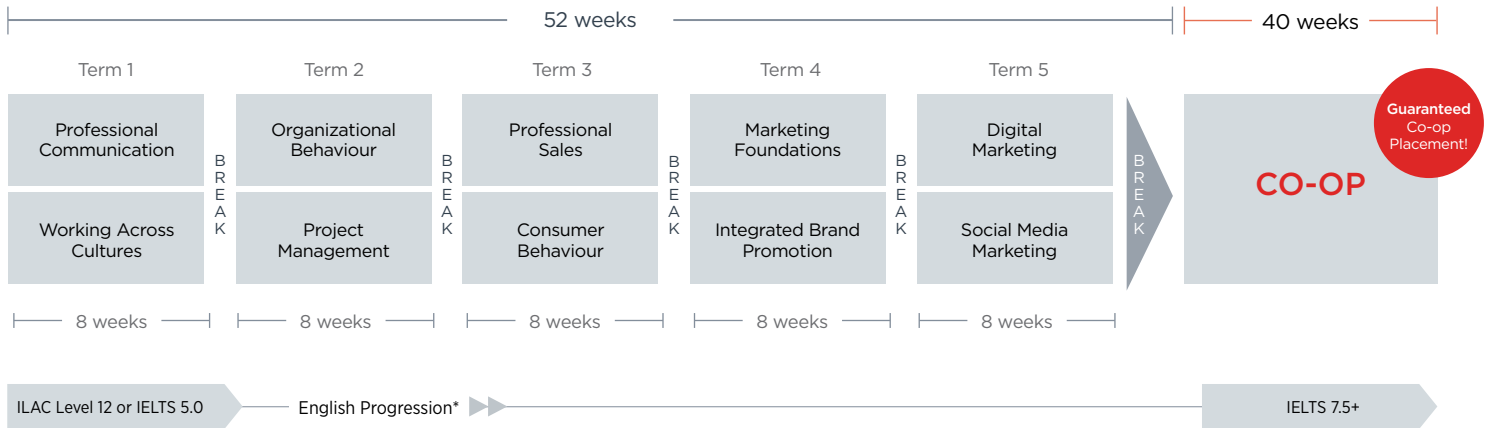
Education: High School/Secondary School Diploma or higher education*

Interview: Successful interview with an ILAC International College team member

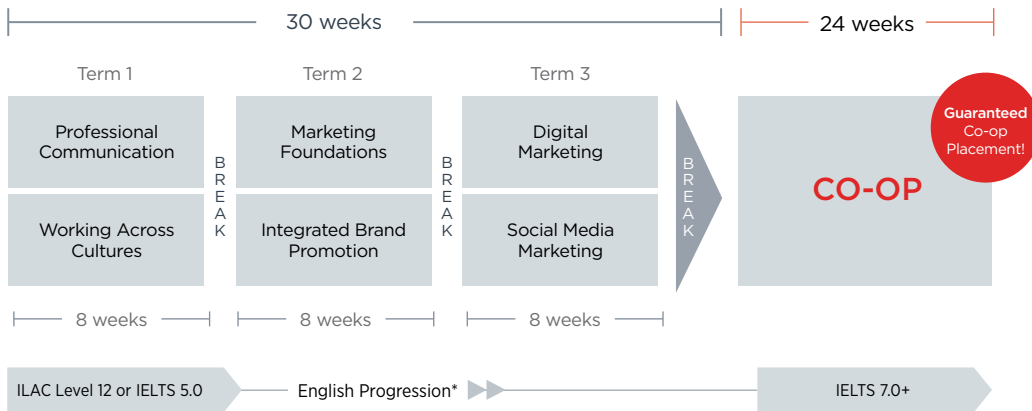
* For Toronto Only: if a student completes his/her undergraduate degree in a country other than Canada or the U.S., the student must pass a FREE qualifying test upon application or assess his/ her credentials through World Education Services: www.wes.org/ca/students.



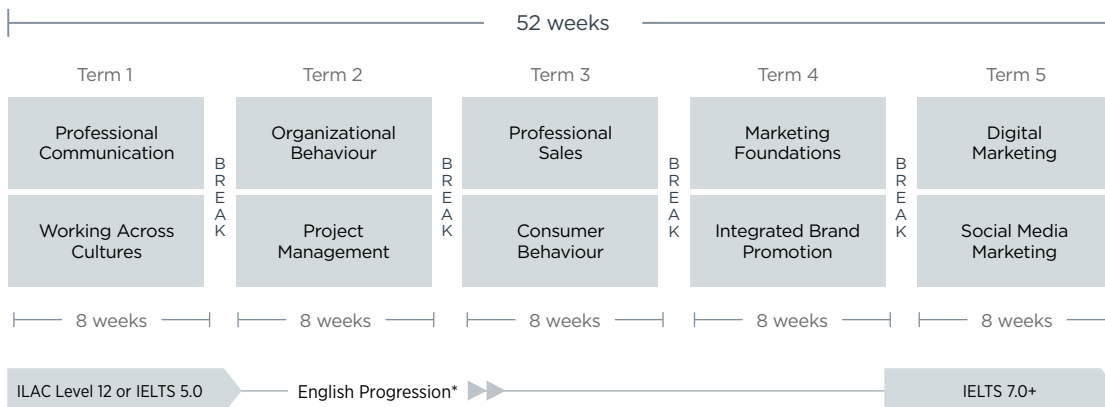
SALES & MARKETING DIPLOMA WITH CO-OP / 92 WEEKS



SALES & MARKETING CERTIFICATE WITH CO-OP / 54 WEEKS



SALES & MARKETING DIPLOMA / 52 WEEKS



* English progression may vary and is dependent on effort, regular attendance and self-study time outside of class.



Business Administration Programs

CAMPUS

Toronto
Vancouver

PROGRAM OPTIONS

Business Administration Diploma with co-op

92 weeks

40 weeks in class +
12 reading weeks +
40 weeks of co-op

Business Administration Diploma

52 weeks

40 weeks in class +
12 reading weeks

START DATES 2022/2023

May 24, 2022	March 13, 2023
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October 17, 2022	August 7, 2023
January 9, 2023	October 16, 2023

CLASS TIMES

Monday - Thursday
6:15pm - 9:45pm

+5 hours online component per week.

ABOUT THE PROGRAMS

A business is only as successful as the people that manage its day-to-day operations. Understanding how organizations work and how to solve business problems is essential to running a successful business.

The Business Administration Programs at ILAC IC explore the roles and responsibilities of managers in an office setting and gives students the skills needed for a career in business administration. The program focuses on all aspects of managing and organizing a business in an administrative capacity and includes courses in analytics, human resources and business management.

Students learn how to become strong business administrators and have the option of doing a paid work placement (co-op) in Canada.

- Earn a Canadian diploma & gain work experience in Canada
- Enjoy a flexible work schedule with evening classes
- Guaranteed job placement during co-op

WORKING IN CANADA

Full-time students who qualify are permitted to work off-campus part-time during their study component and full-time during scheduled breaks and their co-op term.

CO-OP WORK EXPERIENCE

During the co-op term, students practice the knowledge learned in class and gain Canadian work experience in the Business Administration field. Co-op is also an opportunity to develop professional contacts within the industry and enhance student résumés. Our Co-op advisors offer support throughout the process of finding the right placement. Students can work full-time during the co-op component.

Work experience during the co-op term may include entry-level positions such as:

- Sales Representative NOC 6552
- Sales Ambassador NOC 6552
- Retail Sales Agent NOC 6421
- Marketing Assistant NOC 1411
- Office Administrator NOC 1411
- Administrative Clerk NOC 1411

ADMISSION REQUIREMENTS

English Proficiency: ILAC English Advanced level 12 or IELTS Academic 5.0

Education: High School/Secondary School Diploma or higher education*

Interview: Successful interview with an ILAC International College team member

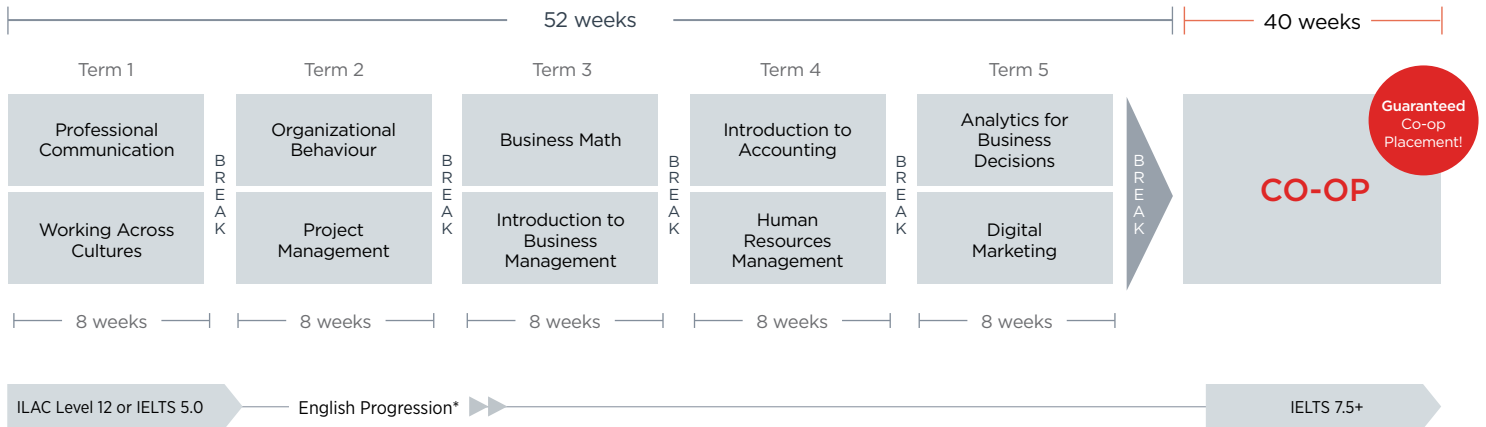
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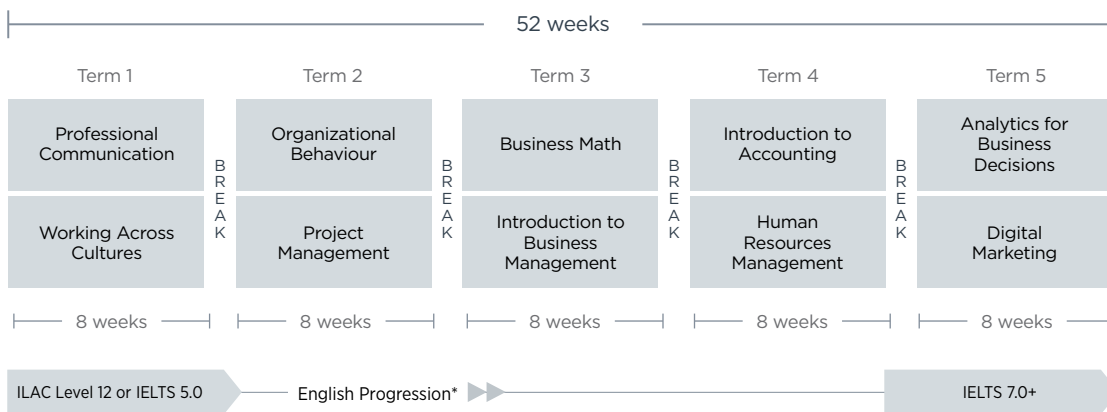
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BUSINESS ADMINISTRATION DIPLOMA WITH CO-OP / 92 WEEKS



BUSINESS ADMINISTRATION DIPLOMA / 52 WEEKS



* English progression may vary and is dependent on effort, regular attendance and self-study time outside of class.

Code	Course Name/Length	Description	Program(s)
ABD01	Analytics for Business Decisions 8 Weeks	The field of Business Analytics is growing in every industry. This course provides an introduction to modern theory, tools, and techniques used when making business decisions. Students will develop the skills needed to be successful in a business analytics role using methodologies to develop a strategic advantage. Students will be able to analyze, present findings, and make meaningful conclusions about data in a business setting and offer valuable insights by recognizing, interpreting, and summarizing your company's data.	Business Administration 92 52
BC001	Business Communication Skills 6 Weeks	In this course, students 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 the knowledge of concepts and skills related to business, and encourages critical thinking about spoken and written communication. Lessons will offer students 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.	Service Excellence with Business Communication 60 30
BBM01	Business Math 8 Weeks	This course provides foundational math concepts to students looking to succeed in business environments. It is designed to help students determine best courses of action when considering management, finance and investment options. In the early part of the course, students will cover basic topics including arithmetic, algebra, and linear systems, applying them to real world situations. Students will then explore a variety of mathematical management topics such as cost-volume-profit analysis, discounts, markup and markdown, and simple interest.	Business Administration 92 52
CWE01	Canadian Workplace Essentials 6 Weeks	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 résumés, 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.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30
CCB01	Consumer Behaviour 8 Weeks	Today, customers are far more educated and sophisticated, with access to more information than ever before. This course introduces students to the field of consumer behavior and how it applies to sales and marketing. Through the analysis of internal and external influences imposed on the consumer, students learn how marketers attempt to influence consumer behavior. To better understand the target market as consumers, needs and motivation, risk perception, group dynamics, attitudes, and the consumer decision-making process are explored.	Sales & Marketing 92 <input type="text"/> 52
CSS01	Customer Service Skills 6 Weeks	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.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30

Code	Course Name/Length	Description	Program(s)
DDM01	Digital Marketing 8 Weeks	The Internet is a dynamic marketplace. This class will give students the understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping students with the skills needed to perform vital daily functions. By the end of this course, students 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 them 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.	Sales & Marketing 92 54 52 Business Administration 92 52
ESD01	English Skills Development 6 Weeks	This course is designed to develop student's core business skills through a task-based, integrated skills approach focusing on reading, listening, and discussion. Case studies will be used to help students learn general business practices and engage them in discussions about business problems where you will recommend solutions through active group work and collaboration.	Service Excellence with Business Communication 60 30
EEP01	Event Planning 6 Weeks	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.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30
FFP01	Final Project 2 Weeks	In this course, students are required to complete a project based on the core principles of customer service. This is a chance to apply the skills and knowledge they have accumulated from each course of the program as well as an opportunity to think critically about their experiences in customer service from a Canadian perspective.	Service Excellence for Business <input type="checkbox"/> 40 26
FBS01	Food & Beverage Service 6 Weeks	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.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30
FDS01	Front Desk Services 6 Weeks	This course prepares students for an entry-level front desk position by providing an overview of the roles and responsibilities of frontline representatives in various industries. Topics will include key administrative tasks for hotel front desk, office reception, service providers and beyond.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30

Code	Course Name/Length	Description	Program(s)
HRF01	Human Resources Fundamentals 6 Weeks	This course will provide learners with the knowledge of how human resources management increases company performance. Students will explore topics such as recruiting and selection, training and retention, employee relations, and health and safety from a management level perspective.	Service Excellence for Business 48 <input type="checkbox"/> 26
HRM01	Human Resources Management 8 Weeks	The purpose of this course is to provide students with an understanding of the human resources function, and the role that managers play to ensure organizational effectiveness. This course will examine how human resource systems enable improvement in processes and enhance strategic decision making. Students will also critically examine how effective human resources management (HRM) assists in achieving organizational goals.	Business Administration 92 52
IBP01	Integrated Brand Promotion 8 Weeks	The goal of this course is for students to gain an understanding of the core building blocks of integrated marketing communications principles and practices. Students will learn how to effectively plan campaigns using various marketing and communications strategies that will maximize the impact of their market reach while enhancing their customer and media relations. Students will examine first-hand the creative, and the production considerations that various media channels present, as well as gain exposure to the role of advertising, personal selling, and sales promotion in an integrated marketing plan.	Sales & Marketing 92 54 52
IIA01	Introduction to Accounting 8 Weeks	This course is for students with little or no background in accounting and finance. It is designed to help students build knowledge of generally accepted accounting principles and the accounting cycle. Students will be introduced to the purpose of accounting and the financial statement preparation process and how financial management and accounting information can be used to support financial analysis, valuation, and decision-making in various contexts.	Business Administration 92 52
IBM01	Introduction to Business Management 8 Weeks	This course provides a broad overview of the management process, including planning, organizing, staffing, leading and controlling, and looks at management roles in teams, projects, departments, and the organization as a whole. Students will examine management skills within the context of a Canadian business environment. This course creates opportunities for students to develop critical thinking, problem-solving, team work, and communication skills by analyzing and presenting solutions to typical business problems.	Business Administration 92 52
LFB01	Language Fundamentals for Business 6 Weeks	This course is intended for those who want to learn English and build the communication skills required for the modern world of business. 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.	Service Excellence with Business Communication 60 30

Code	Course Name/Length	Description	Program(s)
LDS01	Leadership 6 Weeks	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 motivational techniques, and resolving conflict.	Service Excellence for Business 48 26
MMF01	Marketing Foundations 8 Weeks	This course will help students understand the fundamentals of the marketing process. Students will be introduced to how marketers create customer-driven marketing strategies based on their research and understanding on the marketing environment and customers. Students will contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary concerns, and evaluation criteria. In addition, students will explore topics such as strategic planning for competitive advantage, segmenting, targeting, positioning, and customer relationship management.	Sales & Marketing 92 54 52
OOB01	Organizational Behaviour 8 Weeks	Current perspectives on what makes an organization successful, regardless of industry, point toward the benefits gained by putting people first. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations. Students will have the opportunity to appreciate what it takes to make a difference in the workplace, and gain an understanding of the interactions that occur among people in the workplace. Students will examine the behaviour of individuals and how they interact with each other in different workplace organizations. Topics include individual and behavioural processes, interpersonal processes and behaviours, team processes, and organizational dynamics and processes.	Sales & Marketing 92 52 Business Administration 92 52
PCO01	Professional Communication 8 Weeks	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, students 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 student's 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.	Sales & Marketing 92 54 52 Business Administration 92 52
PPS01	Professional Presentation Skills 8 Weeks	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. Students will gain insight into the essential skills and techniques needed to ensure your public speaking is both motivating and memorable. Students will learn the process of presenting from the opening to the closing, using their voice and body language effectively, and how to use various techniques to create a lasting impact in any situation.	Service Excellence with Business Communication 60 30

Code	Course Name/Length	Description	Program(s)
PPS02	Professional Sales 8 Weeks	Students 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, students 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, students will understand the value and importance of the sales profession to the Canadian economy.	Sales & Marketing 92 <input type="checkbox"/> 52
PPM01	Project Management 8 Weeks	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 students with practical experience applying the fundamentals of project management from a marketing frame of reference. At the conclusion of the course, students will be able to create a project life cycle, statement of work, work breakdown structure, schedule, budget, & risk management plan. Students will work in groups to make a plan for a real marketing project.	Sales & Marketing 92 <input type="checkbox"/> 52 Business Administration 92 52
SSF01	Sales Fundamentals 6 Weeks	This course focuses on the transferable skills applicable for a 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 behaviour.	Service Excellence for Business 48 40 26 Service Excellence with Business Communication 60 30
SMM01	Social Media Marketing 8 Weeks	This course is designed to help students 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 students 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.	Sales & Marketing 92 54 52
WAC01	Working Across Cultures 8 Weeks	This course is designed to provide students with a practical approach to raising awareness, gaining knowledge, and increasing their ability to communicate and behave effectively across cultures. It will help students understand and analyze business situations where culture may be playing a part, and prepare them to overcome challenges that may arise in a multicultural workplace. This course aims to help students understand the impact of communication skills on relationships, and academic and career success. Students will develop skills and techniques for recognizing cultural differences and turning them into opportunity.	Sales & Marketing 92 54 52 Business Administration 92 52



Student Services

ILAC International College offers a variety of services and resources to support your journey every step of the way.

STUDENT EVENTS

Social activities and events can enrich your studies and enhance your overall experience at ILAC International College. They are also a good opportunity to try something new, make lifelong friendships and become part of the wider ILAC community. Activities such as sporting events, networking dinners and student parties contribute to a friendly and welcoming learning environment.

GUEST SPEAKERS

ILAC International College invites distinguished professionals from various Canadian companies to share their secrets of success and best practices in the workplace. You will gain unique perspectives and business insights that will give you a better understanding of the world today.

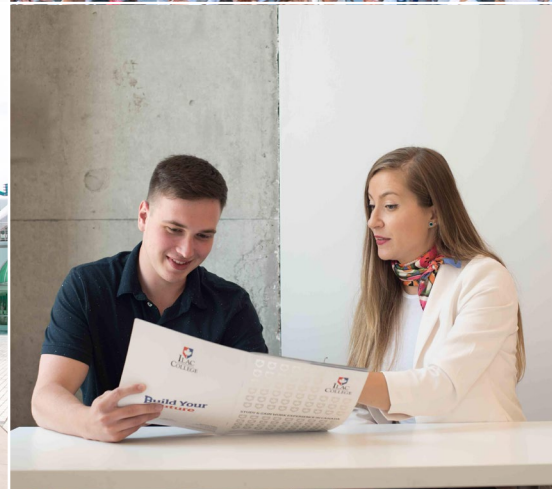
- Gain knowledge and skills that will help you be successful in the workplace
- Opportunities to network with the local business community



CampusOne



Dream House Residence



Homestay

FIELD TRIPS

Real-world experience is essential for a well-rounded education and career. That's why ILAC International College programs include regular field trips to Canadian companies. You will experience different work environments and learn about professional training, career trends, job outlooks and demands and potential employment opportunities for every field of study.

ACADEMIC COUNSELLING

ILAC International College students and graduates have access to **FREE** academic counselling. If you are planning to continue your education at a Canadian college or university, a pathway specialist will help you find the right program and school. Services include a personalized study plan, university application support and free pathway tours.

ACCOMMODATIONS

There are several housing options to fit your profile, lifestyle and budget. You will receive support before and during your stay with either a homestay family or in a student residence. Airport pick-up and drop-off services are also available. Visit www.ilac.com/homestay to learn more.

Career Services

We connect you to the Canadian workforce. Our dedicated and supportive team of co-op specialists assist students from beginning to end; all included in the tuition fees.

- **Guaranteed co-op work placement from 200+ partner companies!**
- **Receive support for co-op work placement from start to finish.**
- **Work & earn money while studying.**
- **Enhance your resume, develop your professional network & become job-ready.**

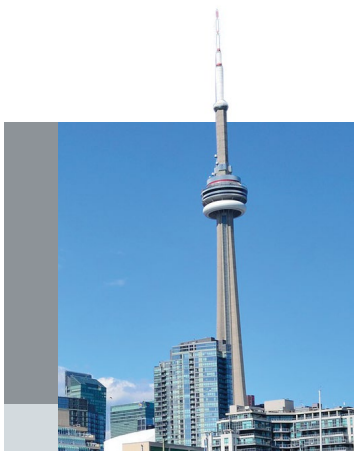


CO-OP WORK EXPERIENCE

During your co-op term, you will practice the knowledge you have learned in class and gain Canadian work experience. Students are usually placed in entry-level positions and their placement will depend on the student's program of choice, English level and previous academic and professional experience.

WORK OFF CAMPUS

Students without work permits can also work off campus. The 20 hours per week is part of their study permit. The work permit is only required by co-op students.



"We've had the fortunate opportunity to recruit some **great students from ILAC International College**. Students that have strong customer service experience, as well as bilingualism are essential key requirements when building our team."

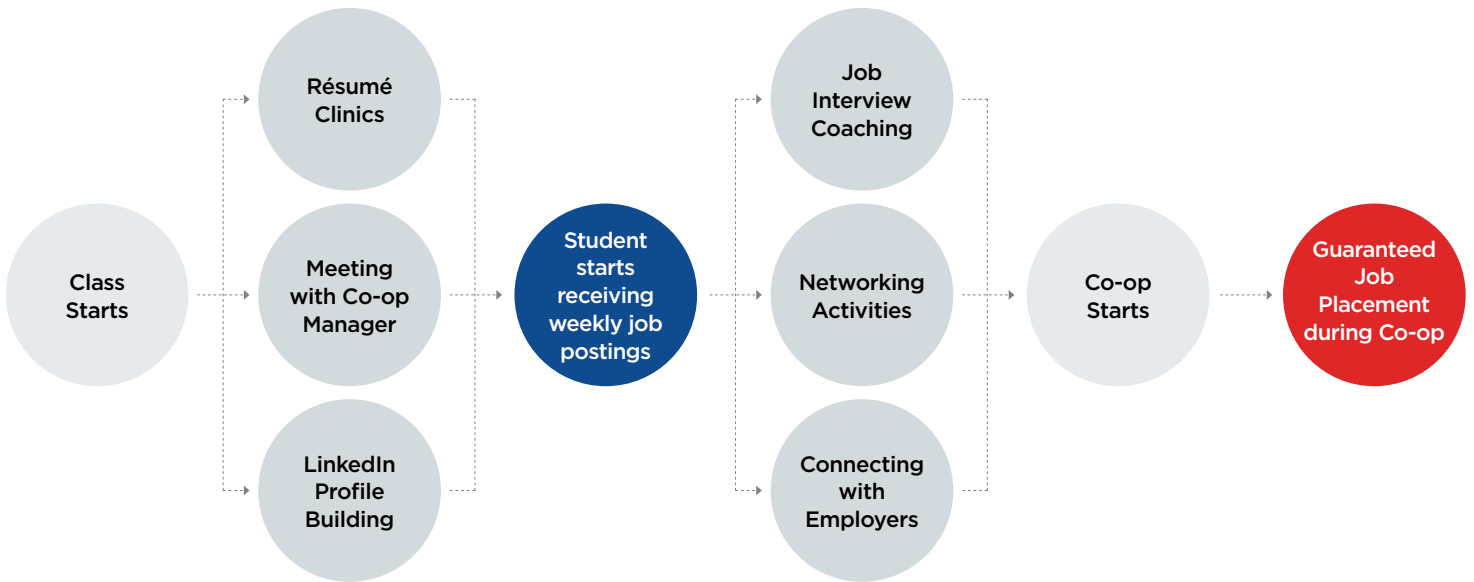
LA TOUR
CN
TOWER

Chris Hall
Associate Manager, Guest Services, CN Tower



Your Path to Working in Canada

Our co-op specialists support your job search, connect you with employers, and stay engaged with you throughout your co-op work placement.



RÉSUMÉ CLINICS

Students get the opportunity to work one-on-one with a résumé consultant to edit, modify and update their résumé to be suitable for applying for jobs in the Canadian workforce.

LINKEDIN PROFILE BUILDING

We will help you build your LinkedIn profile, including taking a professional portrait for your profile picture.

WEEKLY JOB POSTINGS

After your résumé is built, you will receive weekly job opportunities from our co-op specialists.

NETWORKING ACTIVITIES

Our student services team will host events where you can meet industry leaders and develop your professional network.

INTERVIEW COACHING

We will assist you during the initial stages of securing a job, such as arranging your job interview and preparing you to succeed.



"I learned a lot in my work experience. My personal skills developed hugely and till today I feel like this year **really shaped me in the way I am today**. It helps me presenting myself more confidently today, and of course my language skills in English improved greatly."

Lena Peterlechner
Switzerland



How to Apply

STUDY PERMIT

As an international student studying for longer than six months, you will need a permit to study in Canada. An entry visa will also be required for most countries. Before you submit a study permit application, you will need:

- A letter of acceptance from ILAC International College with our DLI number (Vancouver - 0110957942277 / Toronto - 019319417742)
- Financial proof that you can support yourself while studying at ILAC International College (tuition fees and living expenses)
- A medical exam, if required
- Biometrics, if required

Please refer to www.cic.gc.ca for more details.

WORK OFF CAMPUS

Only co-op students need a work permit. All other students can work off campus for 20 hours with their study permit.

Please refer to www.cic.gc.ca for more details.

CO-OP WORK PERMIT

If your study includes a co-op or work placement, all international students are required to apply for a co-op work permit as well as a study permit. You must submit the application for a co-op work permit alongside the study permit. This document will allow you to work full time during your co-op work placement and you need to present the permit before your co-op component starts.

Note: If your English is at a lower level, you can take General English classes at ILAC (International Language Academy of Canada) prior to attending ILAC International College programs.

Students are required to bring their own laptop to class. Bring Your Own Device (BYOD) policy at ILAC International College requires students to have a mobile computing device or laptop with access to the Internet and Microsoft Office. For more details, please refer to our Bring your Own Device Policy (BYOD) outlined in our Policies and Procedures available on our website.

Before applying, please check program admission requirements.

STEP 1

Fill out the application form at ilac.com/apply-now. You will need to upload the following documents:

- Copy of Passport
- Copy of your High School/Secondary Education Diploma

STEP 2

After receiving the required documentation, we will send you:

- A link to our **FREE** online Cambridge English admission test (not applicable if you provide official English test results – IELTS Academic).
- A link to schedule a Skype or in-person interview to make a final assessment of your English level and determine if the program is right for you.

STEP 3

If you are accepted in to the program after the interview, we will provide a Letter of Acceptance.

STEP 4

Apply for your Study Permit/Co-op Work Permit/Visa, if applicable.

APPLY THROUGH A CERTIFIED AGENT

If you are in contact with an agency in your country, they can support you through the application process. If you don't have an agent but would like us to recommend one that we trust, please contact us at info@ilac.com

*For Toronto Only: if a student completes his/her diploma/degree in a country other than Canada or the U.S., the student must pass a FREE qualifying test (Wonderlic) during application.

Interview

All students planning to attend ILAC International College are required to join an interview to determine if the chosen program is right for them. The interview will also assess the student's English level and can be conducted in person or by Skype.



Program Fees & Start Dates

Program Name	English Requirement	Fees	2022 PRICE
▼ Service Excellence for Business Programs (ILAC IC)			
Service Excellence for Business Diploma with Co-op (48 Weeks)	ILAC Level 10 (IELTS 4.5)	\$12,000	\$8,400
Service Essentials for Business Diploma with Co-op (40 Weeks)	ILAC Level 10 (IELTS 4.5)	\$10,400	\$7,300
Service Excellence for Business Certificate (26 Weeks)	ILAC Level 10 (IELTS 4.5)	\$10,000	\$7,000
▼ Service Excellence with Business Communications Programs (ILAC IC)			
Communication & Service Essentials Diploma with Co-op (60 Weeks)	ILAC Level 8 (IELTS 4.0)	\$14,000	\$9,800
Communication & Service Essentials Certificate (30 Weeks)	ILAC Level 8 (IELTS 4.0)	\$12,500	\$8,750
▼ Sales & Marketing Programs (ILAC IC)			
Sales & Marketing Diploma with Co-op (92 Weeks)*	ILAC Level 12 (IELTS 5.0)	\$15,000	\$10,500
Sales & Marketing Certificate with Co-op (54 Weeks)*	ILAC Level 12 (IELTS 5.0)	\$12,000	\$8,400
Sales & Marketing Diploma (52 Weeks)*	ILAC Level 12 (IELTS 5.0)	\$14,000	\$9,800
▼ Business Administration Programs (ILAC IC)			
Business Administration Diploma with Co-op (92 Weeks)*	ILAC Level 12 (IELTS 5.0)	\$15,000	\$10,500
Business Administration Diploma (52 Weeks)*	ILAC Level 12 (IELTS 5.0)	\$14,000	\$9,800

Administration Fee (one-time fee)	\$200
Health Insurance	\$21/week
Accommodation Placement Fee (one-time fee)	\$210
Visit www.ilac.com for student housing options	

Material Fees	Regular Price	Promo Price
SEB 48/26 SM 54 Materials Package	\$600 total	\$400 total
SEB 40 Materials Package	\$450 total	\$300 total
CSE Materials Package	\$750 total	\$500 total
SM92/52 BA Materials Package	\$1000 total	\$750 total

Program Name	Start Dates			
(ILAC IC) Service Excellence for Business Programs	May 16, 2022 June 27, 2022 August 15, 2022 September 26, 2022	November 7, 2022 January 3, 2023 February 13, 2023 March 27, 2023	May 15, 2023 June 26, 2023 August 14, 2023 September 25, 2023	November 6, 2023
(ILAC IC) Service Excellence with Business Communications Programs				
(ILAC IC) Sales & Marketing Programs	May 24, 2022 August 8, 2022 October 17, 2022	January 9, 2023 March 13, 2023 May 23, 2023	August 7, 2023 October 16, 2023	
(ILAC IC) Business Administration Programs				

Canada is allowing studying online from abroad until April 30th, 2021, as long as 50% of the program of study is eventually completed in Canada. *Program length includes breaks. Please see program page for details. Accommodation services are provided by ILAC - International Language Academy of Canada. Please contact an ILAC representative for more information. Additional fees may apply. All information provided is current as of publication and is subject to change. Textbooks not included in tuition fee. An administration fee will apply to each program application.

www.ilacic.com

info@ilacic.com

+1 (416) 961 5151

Toronto Campus

920 Yonge Street 4th floor
Toronto, ON, Canada M42 2J2

T: +1 (416) 961 5151
F: +1 (416) 961 9367

Vancouver Campus

688 West Hastings, 3rd Floor
Vancouver, BC, Canada V6B 1P1

T: +1 (604) 484 6660
F: +1 (416) 484 6637

ILAC International College Toronto Campus is a Designated Learning Institution holding the number O19319417742 and registered as a private career college under the Private Career Colleges Act, 2005.

ILAC International College Vancouver Campus is a Designated Learning Institution holding the number O110957942277 and registered and designated under the Private Training Act 2016 (PTA).

**Dream
Big.**