



# SCHOOL OF BUSINESS

**The world of work is changing.** Social and technological shifts have transformed the traditional world of business into a new world, full of opportunity. The model of employment has also changed; more people are working for themselves. Businesses are scaling and moving to the global marketplace faster than ever before. Employers are seeking people who have new skills and knowledge, can adapt quickly to change and can work effectively in an international environment. Now more than ever, new pathways have opened to enter careers in business.

The Business programs at Tamwood Careers prepare students for the new reality of business. Our programs will give you the skills, knowledge and experience you need to break into this transformed world of business and help you keep up with the latest industry trends.

## DEPARTMENT OF BUSINESS PROGRAMS

Program Name	Duration	Campus Locations	English Requirement
Certificate in International Business and Management	27 weeks	Vancouver	Tamwood Level 5 or IELTS 5.5
Diploma in International Business and Management Co-Op	48 weeks	Vancouver, Toronto, Whistler	Tamwood Level 5 or IELTS 5.5
Certificate in Digital Marketing	27 weeks	Vancouver	Tamwood Level 5 or IELTS 5.5
Diploma in Digital Marketing Co-Op	48 weeks	Vancouver	Tamwood Level 5 or IELTS 5.5

## BUSINESS PROGRAMS CO-OP PLACEMENTS

In our Co-Op Diploma programs, you will work 24 weeks with a Canadian company to gain valuable Canadian work experience, make strategic connections in your industry and develop skills and experience to enhance your resume and launch your career.



## CAPSTONE PROJECT

The Capstone Project, which is part of the Certificate Programs at Tamwood Careers, is an academic project in which students select a topic of their studies and their field of work. This is submitted in the form of a final written report or presentation. In selecting and working on their project, students will practice critical thinking, solving challenging problems, and developing skills such as oral communication, research skills, planning, self-sufficiency and goal setting-valuable skills that are sought after by employees!

# INTERNATIONAL BUSINESS AND MANAGEMENT PROGRAMS

The International Business and Management programs take an innovative approach to the traditional business programs and are specifically designed for students considering the world of international business as a career. Students will explore a broad range of business basics and management fundamentals that include global business, workplace communications, finance, marketing, human resources, international trade and project management.

Students develop the critical thinking, creative problem solving, communication and organizational skills required to succeed in the Canadian and international work environment. Skills development such as writing, presentations and public speaking, interviews etc., is integrated into the content and learning activities of the program.

**Offered in:** Vancouver, Whistler and Toronto

**Programs Offered:** Certificate-27 weeks (Vancouver only) and Diploma with Co-Op-48 weeks

## TIMETABLE

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**Monday to Thursday** — 9:00-16:00: Free Time to Work  
16:00-21:00: Classes

**Friday** — No Classes

“  
*In class we're learning business skills for the jobs of tomorrow. I like that our instructors teach the reality of the business world instead of just reading about it from a book.*

” — Yujin Park, Korea



# CAREER OPPORTUNITIES

Graduates are prepared to enter the world of international business in a variety of fields from entry to intermediate-level positions, including (but not limited to):



- International Business Analyst



- Imports Coordinator



- International Operations Coordinator



- Global Market Assistant
- Management Planning Coordinator
- International Sales Coordinator
- International Market Researcher
- Account Manager
- Office Manager
- Business Development Coordinator

## International Business and Management Program



English Requirements: Tamwood Level 5 or IELTS 5.5

OR

Capstone Project (Certificate)

3 wks



# DIGITAL MARKETING PROGRAMS

In this digital age, the world needs more digital marketers. These programs are designed and taught by working industry professionals to give you the skills and knowledge you need for marketing success. The Digital Marketing programs focus on the many channels of marketing in modern day business practices. Students will learn how to select the appropriate marketing channels and generate and curate tailored content that is meaningful for their target audiences.

Topics covered in these programs include digital marketing strategies, social media, search engine optimization, campaign management, e-mail marketing, content marketing, online advertisement, web analytics, principles of design and WordPress website management.

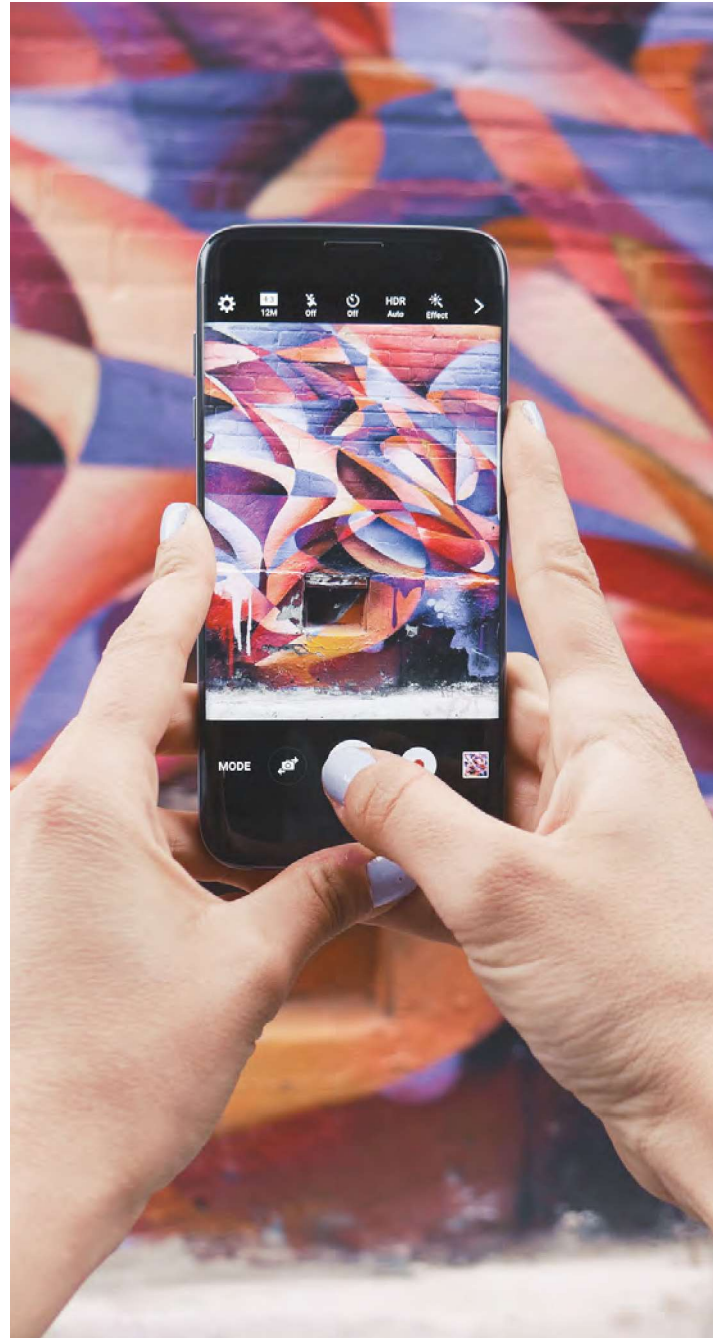
**Offered in:** Vancouver

**Programs Offered:** Certificate-27 weeks  
and Diploma with Co-Op-48 weeks

## TIMETABLE

Monday to Thursday \_\_\_\_\_ 9:00-16:00: Free Time to Work  
16:00-21:00: Classes

Friday \_\_\_\_\_ No Classes



## CAREER OPPORTUNITIES



- Marketing Coordinator
- Marketing Specialist
- Marketing Assistant
- Marketing Administration Coordinator
- Marketing Communications



- Digital Marketing Coordinator
- Digital Marketing Specialist
- Digital Media Coordinator
- E-commerce Marketing Coordinator

## Digital Marketing Programs



English Requirements: Tamwood Level 5 or IELTS 5.5

OR

Capstone Project (Certificate)

3 wks

