

Business Communication Program

*22 July – 16 August 2024 (4 Weeks)
Wilfrid Laurier University, Canada*

Wilfrid Laurier University – Excellence for 105 Years



Wilfrid Laurier University is named after the 7th Prime Minister of Canada; Sir Wilfrid Laurier.

The depiction of Sir Wilfrid Laurier is on the \$5 Canadian note.

WILFRID LAURIER UNIVERSITY is known for academic excellence over a long-standing academic history of more than 105 years. Boasting four campus locations with more than 19,000 students in total, Wilfrid Laurier University continues to be one of Canada's largest university establishments. Laurier prides itself on ensuring a supportive student experience for each student who attends one of the Laurier campuses. Attending students are a part of the Laurier community and they feel the comfort of this tight-knit home away from home - while gaining learning experience from top instructors, widening colleague connections and achieving the Canadian university experience.

Program Overview – Laurier Business English

LAURIER'S BUSINESS ENGLISH PROGRAM is an established Canadian program for international students. In four weeks improve Business English skills with a focus on Business experiences:

- ✓ *Company tours: Technology, Manufacturing, Finance*
- ✓ *Practice business etiquette*
- ✓ *Network with Canadian business leaders*
- ✓ *Gain business problem-solving skills in-demand for today's business market*
- ✓ *Receive top Business English instruction at Laurier*



Laurier Business English - Competencies Gained

- Polish Business English presentation and speaking skills
- Improve Business English writing to communicate clearly
- Close-up exposure to management skills in North American context
- Analyze case studies of current business issues up-front in the news
- Receive personalized feedback from top instructors
- Experience learning support in one-to-one meetings and tutorials
- Think analytically and decision-make like a business professional



Laurier Business English – Course and Learning Hours

- Laurier Business English offers 120 hours of programming, including:
- ✓ 70 in-class hours of instruction
 - ✓ 30 hours of collaborative interactions for enhanced learning
 - ✓ 20 hours of Business Engagement programming (company site visits)



Classes also include dynamic tutorials, teambuilding, real world business discussions, assignment collaboration, and critical thinking.

Laurier Business English - Sample Class Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00–10:00	Management in a North American Context	Reading & Writing for Business	Management in a North American Context	Business Presentation & Speaking Skills	
10:00–11:30	Management in a North American Context	Business Presentation & Speaking Skills	Business in the News	Reading & Writing for Business	
11:30–12:15	LUNCH				Business Engagement
					Company Visits
12:15–1:00	Project and Collaboration Time	One-on-One Meetings with Instructors	Project and Collaboration Time	One-on-One Meetings with Instructors	Cultural Exchange
					Guest Lecturers
1:00–2:30	Business Presentation & Speaking Skills	Project and Collaboration Time	Business Presentation & Speaking Skills	Reading & Writing for Business	
2:30–4:00	Reading & Writing for Business	Optional: Networking	Reading & Writing for Business	Project and Collaboration Time	

Laurier Business English – Course Descriptions

Business Presentation and Speaking Skills

5.5 hours/weekly (22 hours)

- Learn, practice and present presentation and speaking skills to get your message heard in today's business world.

Reading and Writing for Business

4 hours/weekly (16 hours)

- Improve reading and writing skills by using business terminology and writing formats.

Management in North American Contexts

3.5 hours/weekly (14 hours)

- Discuss business management styles for different business environments and to gain optimum efficiency.

Project and Collaboration Time

3 hours/weekly (12 hours)

- Practice leading a group and collaborating with team members towards a common business vision.

Business in the News

1.5 hours/weekly (6 hours)

- Comprehensive insight into current business topics shaping business trends in North America.

Additional:

One-on-One Meetings with Instructors

1.5 hours/weekly (6 hours)

- Gain valuable knowledge about communication strategies, presentation styles and critical thinking insight through regular discussion panels with instructors.

Conversation Practice – For Today's Business Skill Set



Through in-class and real-world conversations, students will improve Business English skills by studying the following topics:

- North American Business Ethics
- Cross-cultural Presentation Skills
- Methods of Business Communication
- Business Case Studies
- Leadership Skills
- Current Issues in Business

Students will liaise with local Laurier students for a full experience of Canadian culture to improve their skills of reciprocating during an English conversation.



City of Brantford



The City of Brantford is home to a thriving business community. Brantford is host to numerous local businesses, in addition to a vibrant arts and culture scene, an extensive nature trail system for enthusiastic walkers and bikers, and both local and regional festivals and events nearby in Southern Ontario. Supportive and strong community partnerships and central to major consumer markets make **Brantford an excellent place to call home during a 4-week student stay.**

EVERYTHING YOU NEED

Discover entertainment options, explore world-class trails and the scenic Grand River, and engage with the thriving tech sector

ENDLESS OPPORTUNITIES

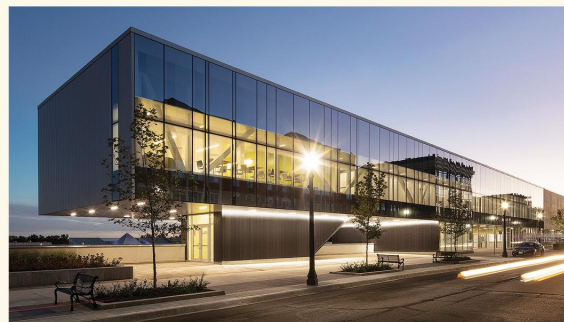
Over 240 community partnerships between Laurier and Brantford businesses and organizations.

POPULATION

102,000

Brantford Campus

The Laurier buildings and student spaces of the Brantford campus are integrated into the city's downtown core, **which transforms the city into a thriving student community**. The Laurier Brantford campus continues to grow with the new One Market building expansion that acts as a campus "Hubb", which doubles as the footprint of the Laurier Brantford campus.



Brantford Residences

SAMPLE FLOOR PLANS

Sample apartment-style.



Single

Gender-inclusive and single-gender housing is available



Brantford Campus Meal Plans

All residences on the Laurier Brantford campus are apartment-style, which means students have their own kitchen to prepare nutritious meals. There is a Laurier “Convenience Plan” available to buy groceries, grab a coffee on campus or eat at various locally owned and specialized food establishments in downtown Brantford.



Extracurricular Activities



Extracurricular weekend and evening activities include famous and beautiful sights around Brantford and Ontario.

- ✓ Toronto: CN Tower, Business District, Shopping & Cuisine
- ✓ Niagara Falls & Maid of the Mist Boat Tour
- ✓ National Sports Games such as the Toronto Raptors
- ✓ Provincial Parliament Building
- ✓ Brantford is host to the Sanderson Centre for the Performing Arts, Wayne Gretzky Sports Complex (Olympic size pools; track; rinks)
- ✓ Convenient walk to the Laurier YMCA Sports & Pool Complex
- ✓ Enjoy restaurants and amenities nearby the campus and local events



Fees

Fees Per Student (all in Canadian Dollars)	
Application Fee	\$100
Placement Test Fee	\$120
Tuition Fee	\$2,300
Optional Activities Fees	\$250
Airport Pickup & Dropoff ***	\$95
Accommodation	\$1,000
Total per student	\$3,865

Students can cook their meals in the residence.

**** Airport pickup fee is approximate and is an estimate for up to 7 students. Subject to change.*

Contact Laurier Business English – Brantford Campus

Contact Us!

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