



Service Excellence for Business

DIPLOMA AND
CERTIFICATE
PROGRAMS | 2017
TORONTO | VANCOUVER

Build Your Future





STUDY



WORK

GAIN CANADIAN WORK EXPERIENCE WHILE YOU STUDY
Qualifying full-time students in Canada are allowed to work up to 20 hours per week while they study.

CANADA: A GREAT PLACE TO STUDY AND WORK

Affordable, world-class education

Canada has affordable tuition fees and is considered to be amongst the best systems in the world. The elite-level programs connect students with unique opportunities and professional skills.

Strong career opportunities in a thriving economy

Home to some of the world's most rapidly growing marketplaces - Canada attracts thousands of talented professionals into its economy every year with abundant entry-level opportunities.

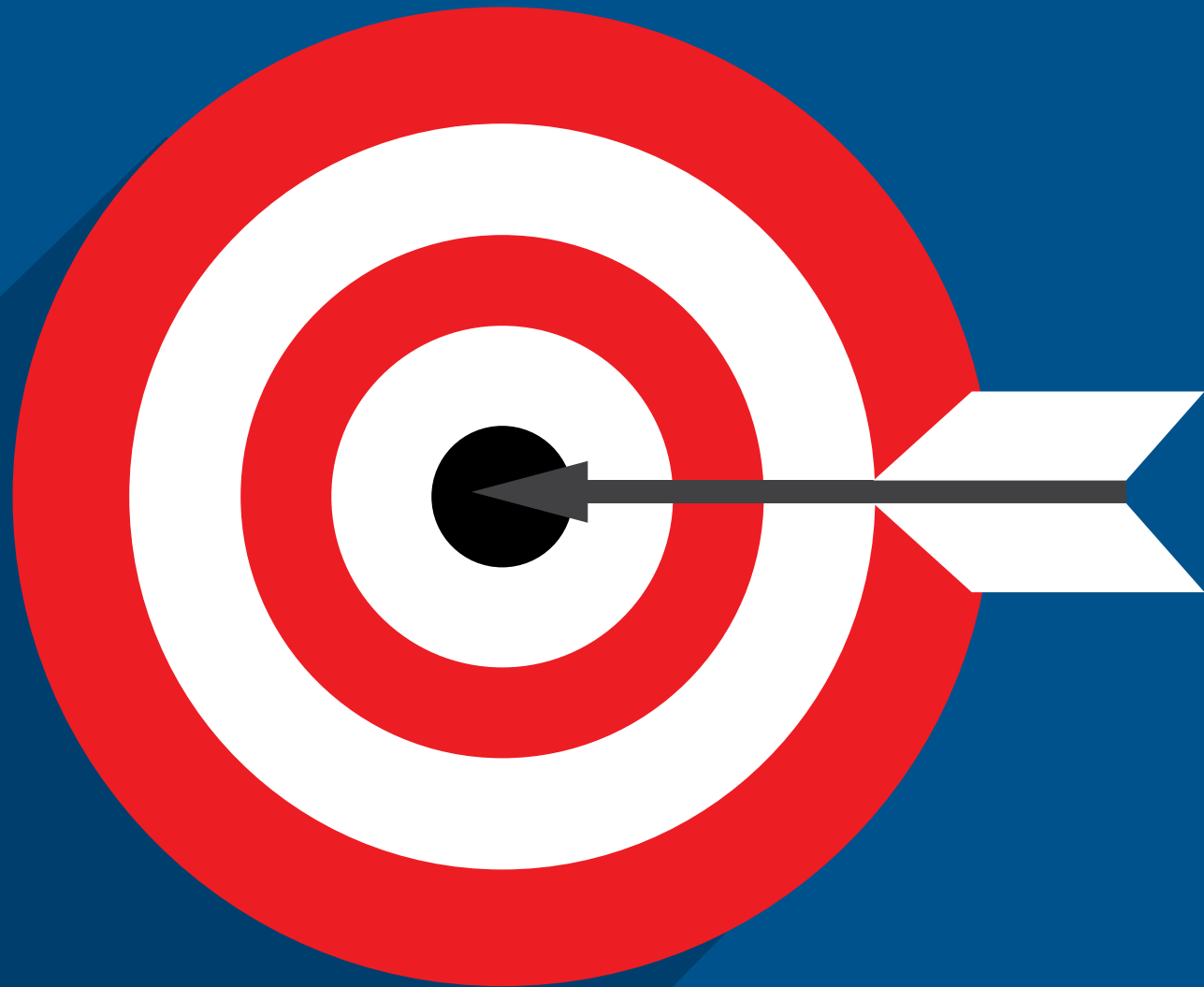
DISCOVER ILAC INTERNATIONAL COLLEGE

ILAC International College is a leading private career college that offers high-quality career focused programs. Our campuses are located in the heart of Canada's two largest English speaking cities, Toronto and Vancouver. The areas are upscale, safe and steps away from the city's hottest attractions.



ADVANCE YOUR CAREER.

7 WAYS the ILAC International College's **Service Excellence for Business Program** can help you achieve your education and employment goals.



1 Work experience in Canada

Get experience working in customer service. A work placement gives you valuable hands-on experience and a chance to apply the latest theories you've learned in the classroom, showing employers that you're qualified to do the job!



2 Learn from the best!

Our Instructors are industry experts. You will receive personal attention from our highly qualified team of teachers.



3 Exceptional guest speakers

Learn the secrets of service excellence, from the best in the business! Guest Speakers from the executive levels of highly ranked companies will share their experience and best practices.



4 Networking opportunities

Make lifelong connections with positive and highly-motivated people just like you. This unique learning opportunity is offered exclusively to the best and brightest students from all over the world.



5 Small hands-on, interactive classes

You will adapt very easily with small class sizes and personal attention from the instructors. Practical and interactive classes will get you prepared to enter the work force fast.



6 Career Services

In the work experience term, our team of professionals will connect students with industry professionals, providing opportunities and assistance every step of the way.



7 Diversity Incentives

Students who are accepted to our programs may qualify for a Diversity Incentive towards tuition fees at ILAC International College. Selected applicants may be eligible for incentives of up to \$4,800* depending on program selection.

SEE
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DIVERSITY
INCENTIVES
& TUITION
FEES

SERVICE
EXCELLENCE
FOR BUSINESS
DIPLOMA
& CERTIFICATE
PROGRAMS

GET
WORK
READY.

- ✓ **Career-focused** programs designed for highly-motivated students with a strong desire to study and gain work experience in Canada
- ✓ **Get strategies** and skills that will help you to succeed and lead in any profession and enhance your customer relations skills.
- ✓ **Learn** Canadian workplace culture and get the skills and competency required for entry-level service occupations.
- ✓ **Gain** a chance to study and have work experience in Canada and also learn strategic career-focused, professional skills.
- ✓ **Get Work Ready.** It is the simplest and fastest way to find a professional job in the customer service field and master the skills that employers require.

CHOOSE THE PROGRAM
THAT'S RIGHT FOR YOU

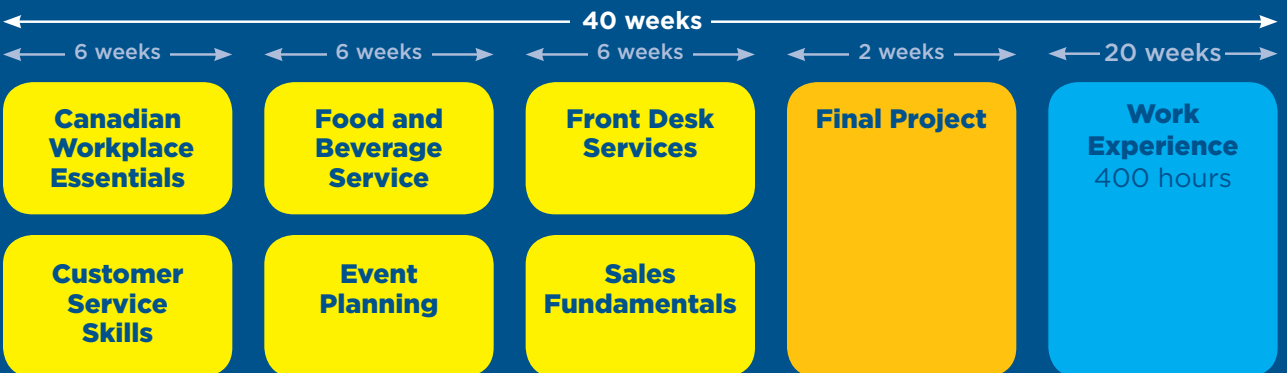
Service Excellence For Business **Diploma/48 weeks**
(24 weeks studying + 24 weeks work experience)



2017 START DATES
January 2
February 13
March 27
May 15
June 26
August 14
September 25
November 6

2017 reading breaks: May 8-12 • Aug 7-11 • Dec 18-29. These are self-study times and there will be no classes. The duration of the programs remains the same. There is a 5-hour Work Experience Placement Course delivered throughout the program. The work experience component cannot exceed more than 50% of the total program of study.

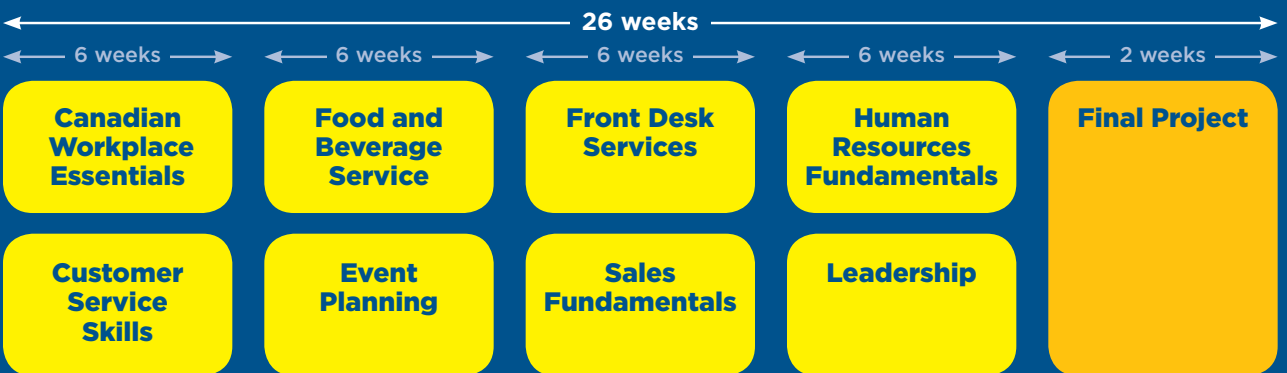
Service Essentials For Business **Diploma/40 weeks**
(20 weeks studying + 20 weeks work experience)



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Service Excellence For Business **Certificate/26 weeks**
(26 weeks studying)



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COURSE DETAILS

Canadian Workplace Essentials (6 weeks/60 hours)

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.

ILAC
INTERNATIONAL
COLLEGE IS
UNIQUELY SUITED
TO OFFER YOU
PROGRAMS THAT
WILL EQUIP YOU
WITH THE TOOLS
YOU NEED TO
BE SUCCESSFUL
IN WHATEVER
CAREER YOU
CHOOSE

Customer Service Skills
(6 weeks/60 hours)
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.

Food and Beverage Service
(6 weeks/60 hours)
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.

Front Desk Services
(6 weeks/60 hours)
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.

Sales Fundamentals
(6 weeks/60 hours)
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.

Event Planning
(6 weeks/60 hours)
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.

Human Resources Fundamentals
(6 weeks/60 hours)
This course will provide learners with the knowledge of how human resources management increases company performance. Students will explore topics of, recruiting and selection, training and retention, employee relations, and health and safety from a management level perspective.

Leadership (6 weeks/60 hours)
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 motivation techniques, and resolving conflict.

Final Project (2 weeks/40 hours)
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.

WORKING KNOWLEDGE

In the work experience term, our dedicated and supportive team of placement professionals assist students every step of the way. Students have the opportunity to practice their customer service skills for 20 or 24 weeks depending on program choice.

Our Placement services include:

- Resume building workshops – Learn how to create a strong resume and how to customize it to a particular job you wish to apply for.
- Training on Interview best practices and how to answer difficult interview questions.
- Individual meetings to discuss placement opportunities and connect you with potential employers.

Work Experience opportunities may include:

 Restaurants	 Catering	 Coffee Shops	 Retail Stores
 Telemarketing	 Event Coordination	 Hotels	 Customer Service Desks

“We have had great success in hiring international students from the Service Excellence for Business program, as the students from this program have proven to be committed, hard-working and professional. Our international student employees are able to bring a unique dynamic to our teams here at the Aquarium, and can often support with translating for many of our international guests, as well as engaging with them about their travels around Canada and the Vancouver area.”

AMANDA MARSHALL
Vancouver Aquarium
Marine Science Centre



“All of the students from Service Excellence for Business have been hard working, enthusiastic, willing to learn and eager to please. We have found that because they are here in Canada for a short duration they want to prove themselves and their capabilities. We will continue to work with ILAC International College and recommend to other companies who are looking for employees.”

BHAWNANI JANAK
NOVOTEL
Toronto Centre



“The practicum part of the program allowed me to practice what I had learned during the course. I strongly believe that my work experience here in Vancouver has been a beautiful bonus to have on my resume. In the 21st century that we live in, it is essential to have work experience abroad as well as to speak at least two languages, and to remain open to different cultures. This is what customer service is all about, isn't it?”

ASTRID LESUISSE
France
22 years old



"For me, Service Excellence for Business was a stepping stone to the Canadian workplace. During class, I was able to improve my public speaking and presentation skills and I gained confidence to communicate in English in a business environment. Having the opportunity to gain work experience in Canada helped me to advance my career and achieve my goals. I can positively say ILAC International College has made me a better professional."

FERNANDA TRINCADO
Brazil
28 years old



"Customer service is involved in every industry now. As one of the students of Service Excellence for Business, I appreciate ILAC International College for offering so many materials and professional teachers for us. Taking the Service Excellence for Business Program was really helpful for my future. Also, meeting new friends from all over the world and getting to know different cultures was an awesome experience. You will not regret joining this program!"

PIN CHEN LIAO
Taiwan
24 years old



"The Service Excellence for Business Diploma gave me the opportunity to discover and learn the secrets of business success in Canada. The SEB Diploma combines business classes and Canadian work experience - it allowed me to incorporate the knowledge learned in class to the workplace, and enhance my resume and my future career. This course was a great opportunity to have a Canadian education in a good College with passionate and qualified teachers, and have an internationally recognized Diploma."

LORENA LOPEZ SANCHEZ
Spain
24 years old



"I was clearly not expecting such quality based on the incredibly affordable tuition of the Service Excellence for Business Program. My teachers were at least great and the cultural exchange was amazing. This program was definitely a great start here in Canada!"

JOAO RAINAN
Brazil
23 years old

EXCLUSIVE TO ILAC INTERNATIONAL COLLEGE'S SERVICE EXCELLENCE FOR BUSINESS PROGRAM

ILAC International College has partnered with Pearson, the world's largest learning company, to customize and publish Service Excellence for Business textbooks tailored to the unique needs of international students. We carefully designed our curriculum and custom learning materials to help you achieve your professional goals.



GUEST SPEAKERS

LEARN FROM THE PROS

Every term, we bring distinguished professionals from Canadian companies to share their secrets of success and best practices in customer service.

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



I think it's very important to teach anybody about Service Excellence and how important it is to being successful in life.

Porsche

Jean Pantelidis,
Brand Ambassador



Mercedes-Benz Canada's customer experience sets the gold standard in customer satisfaction, and trust is at the heart of our service. Be honest and upfront with customers and exceed their expectations, then they'll trust you and always come back.

Mercedes-Benz Canada

Carmen Isabell Beck-Sharman,
Sales and Leasing Consultant



"Customer Service was and is the single most important factor in my success"

The Historic

Distillery District
Mathew Rosenblatt,
Founder



"I place the client at the heart of every interaction. Understanding them and their goals and providing advice and services based on those conversations is how I build strong lasting relationships where I can truly add value and set myself apart in this competitive market."

CIBC

Chris Speranza,
Mobile Investment Consultant



"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity"

NOVOTEL

Janak Bhawnani,
General Manager

PROGRAM FEES



SERVICE EXCELLENCE FOR BUSINESS DIPLOMA • 48 WEEKS

Tuition	\$12,000
Diversity Incentive*	-\$4,800
Student pays	\$7,200

\$4,800 at 24 weeks (waived if the applicant has been granted a diversity incentive)

SERVICE ESSENTIALS FOR BUSINESS DIPLOMA • 40 WEEKS

Tuition	\$10,400
Diversity Incentive*	-\$4,240
Student pays	\$6,160

\$4,240 at 20 weeks (waived if the applicant has been granted a diversity incentive)

SERVICE EXCELLENCE FOR BUSINESS CERTIFICATE • 26 WEEKS

Tuition	\$10,000
Diversity Incentive*	-\$3,240
Student pays	\$6,760

\$3,240 at 18 weeks (waived if the applicant has been granted a diversity incentive)

Other fees

Administration Fee	\$200
Textbooks	\$65/course
Health Insurance	\$17.50/week

Accommodation*

Placement service	\$195
Homestay with 3 meals/day (Single Room)	\$230/week

(all prices are in Canadian dollars)

*Diversity Incentives may be awarded to qualified students. Each student is invited to submit a letter of intent along with their application package describing in detail their previous academic and professional experience and their career goals upon completion of the program.
*All information provided is current as of publication and is subject to change.
*Textbooks not included.
*Accommodation services are provided by ILAC - International Language Academy of Canada. Please contact an ILAC representative for more information.

Admission Requirements

- 18 years of age or older
- High School diploma or higher level of education (International students must provide translated and certified documents)
- International Students: ILAC English Pre-Advanced level 10 or IELTS 4.5 or equivalent (TOEFL iBT 50)
- Resume & Letter of Intent
- Successful interview with an ILAC International College team member
- A minimum of 25 hours of work or volunteer experience in a Customer Service position is recommended

HOW TO APPLY

Step 1

Submit the documents below upon application:

- Application Form
- High School or Higher Education Diploma (International students must provide translated and certified documents)
- Letter of Intent outlining the reasons for joining the program
- Resume
- Copy of Photo ID/Passport
- ILAC's free online test results or an English proficiency test result

Step 2

After receiving the required documentation, we will schedule a Skype Interview to make a final assessment of your English level and determine if this program is right for you.*

Step 3

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

Step 4

Apply for your Student Permit/VISA, if applicable.

*English requirements for International Students: ILAC's Pre-Advanced level 10 or IELTS 4.5 or equivalent (TOEFL iBT 50). A certain number of weeks of ESL may be recommended in order for the student to get the required level to enter the program.

APPLY NOW

ilac.com/apply-now

Build Your Future



Service Excellence for Business



ILAC International College TORONTO

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Toronto, ON Canada M4W 3C7

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F: +1 (416) 961.9267

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.

ilacic.com
info@ilacic.com

ILAC International College VANCOUVER

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

T: +1 (604) 484.6660

F: +1 (604) 484.6637

ILAC International College Vancouver Campus is a Designated Learning Institution holding the number O110957942277 and designated with the Private Training Institutions Branch of the Ministry of Advanced Education.