



Victoria International Academy
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Victoria International Academy

Student Handbook 2010 – 2011

VIA Business Certificate and Diploma Programs



VIA Business Program Information

Background

Victoria International Academy opened in August 2002, and the Business Program was one of the first programs developed by Peter Tatchell. Peter has been a business trainer for many companies in Japan, including multinationals such as Casio, NEC, Philips, and Levi's. He also worked with the Ministry of International Trade and Investment (MITI), the Japanese government agency which controls international trade with Japan.

The content of the program has developed over the years and now reflects most components necessary for a well-rounded understanding of business, vocabulary, concepts and skills. In the 12-week diploma program, graduates will learn about international business, company design, and the use of technology in business and management.

Program Description

The VIA Business Program is designed for people wishing to use English in an international business environment. Graduates will have the skills and confidence to work and communicate effectively in English. The international perspective of the program gives students the understanding of complex, global issues that are becoming increasingly important as international trade and globalization continue to be a dominant trend.

Program Coordinator

Peter Tatchell (BA, MBA)

Teaching / Business Experience: Japan 12 years, Canada 6 years

Entrance Requirements

Students applying for entrance into the VIA Business Program are encouraged to have an intermediate to advanced level of English.

Certificate and Diploma Upon Graduation

1 - Candidates that complete **six weeks** of the VIA Business Program and have an attendance record of at least 80% will be eligible for the **VIA Business Program Certificate**.

2 - Candidates that complete **twelve weeks** of the VIA Business Program and have an attendance record of at least 80% will be eligible for the **VIA Business Program Diploma**.

Transfer of Credits

There no university or college transfer credits associated with the VIA Business Program Diploma. VIA Business Program Diploma graduates will be able to enter the University of Victoria's Fast Track Business Management programs, and UVic's School of Business Intensive Summer Business Program. Contact VIA staff for more information.

Curriculum

Week 1 – Brands and Branding

Week 2 – Organisation and Company Design

Week 3 - Change

Week 4 – Money, Assets, Liabilities

Week 5 – Advertising / Marketing

Week 6 - Employment

Week 7 – Trade

Week 8 - Quality

Week 9 - Ethics

Week 10 - Leadership

Week 11 –Innovation

Week 12 - Competition

Class Times

Business Classroom Hours: Monday – Friday, 9:00 – 12:00.

Elective Classroom Hours: Monday – Friday, 1:00 – 3:00

Evaluation

Evaluation is based on attendance and participation, completed homework assignments, written examinations, class presentations and a submitted lesson plan. Students scoring 80% (cumulative) or better on the evaluation criteria qualify for the VIA Business Program Certificate and Diploma.

Classroom criteria will be evaluated according to the following distribution of marks:

Evaluated Criteria	Distribution of Marks
Attendance	30%
Class Contributions	25%
Homework	25%
Class Presentations	15%
Written Assignments	5%
Total	100%

Homework is given after most classes and students should be prepared for the next class. Homework is reviewed in class, so it is important to do the homework in order to participate in class activities and discussions.

Class contribution is participation in class discussion of class topics, sharing of experiences and ideas, and asking questions.

Total course grade will be evaluated according to the following distribution of marks:

Percentage Range	Letter Grade
90-100%	A+
85-89%	A
80-84%	A-
76-79%	B+
72-75%	B
68-71%	B-
64-67%	C+
55-63%	C
50-54%	D
0-49%	F

Textbook

Required Text: Market Leader (Intermediate) (New Edition) David Cotton
ISBN: 978-05828-38093

The textbook can be purchased at VIA before or on the first day of class. Students can also purchase this book at bookstores carrying Longman ESL texts.

Trainee Rights

Trainees are entitled to access to VIA facilities including, but not limited to, the computer lab, library, and kitchen and lounge areas.

In addition, Trainees are entitled to a safe and non-threatening environment, and are protected by VIA's Definitions and Policies Regarding Behaviour guidelines which are available at the VIA front counter.

Trainees are also entitled to private appointments with their instructor and can arrange times directly with the instructor.

Trainees have the same rights and privileges as all students at VIA as outlined by all local, provincial, and federal laws.

Appeals

Trainees are entitled to appeals. Appeals will be heard by the Board of Directors of VIA and decisions will be based on school policies and applicable laws. VIA will work in good faith to resolve all appeals in a fair and timely manner, however, if trainees are not satisfied with VIA appeal decisions then they have the option and right to request arbitration. VIA appeals do not inhibit trainee's legal rights or access to legal advice or representation.

Academic Dishonesty and Harassment

VIA's academic standards are as follows:

VIA's Business Program has an obligation to ensure academic integrity. All cases of cheating or plagiarism, and any variations thereof, will be immediately referred to the Programs Coordinator. Students who participate in any form of cheating and/or plagiarism may be required to withdraw from the VIA Business Program.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by the VIA Business Program faculty.

Acts of academic dishonesty include, but are not limited to, the following:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- duplicating a table, graph or diagram, in whole or in part, without referencing the source.
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- copying the answers of another student in any test, examination, or take-home assignment.
- providing answers to another student in any test, examination, or take-home assignment.
- taking any unauthorized materials into an examination or term test.
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- stealing or mutilating library materials.
- accessing test prior to the time and date of the sitting.
- changing name or answer(s) on a test after that test has been graded and returned.
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

In addition, VIA students are entitled to a safe and non-threatening environment. If acts of harassment occur, peoples involved will be subject to actions as outlined in VIA's Policies Regarding Violent and Non-threatening Behaviour. These policies are available at the front desk at reception.

Tuition Information:

- **Business Certificate Program (6weeks)**

9:00am-12:00pm (Monday – Friday)

Registration Fee: \$125.00

Tuition: \$1140.00

Material Fee: \$60.00

Total: \$1325.00

- **Business Diploma Program (12weeks)**

9:00am-12:00pm(Monday - Friday)

Registration Fee: \$125.00

Tuition: \$2100.00

Material Fee: \$120.00

Total: \$2345.00

- **Business Certificate Program + Elective (ESL, TOEFL or TOEIC) (6weeks)**

9:00am-3:00pm (Monday-Friday)

Registration Fee: \$125.00

Tuition: \$1590.00

Material Fee: \$72.00

Total: \$1787.00

- **Business Diploma Program + (Elective) ESL, TOEFL or TOEIC (12weeks)**

9:00am-3:00pm (Monday-Friday)

Registration Fee: \$125.00

Tuition: \$2940.00

Material Fee: \$144.00

Total: \$3209.00

VIA Business Programs

For more details regarding VIA Business Programs guidelines and information, please contact:

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