

# Versatility in Business, Strength in Leadership

## General Business Management Co-op Diploma



WESTERN  
BRITISH COLUMBIA POLYTECHNIC  
COLLEGE

### ABOUT

The program focuses on developing the professional and entrepreneurial skills required to be successful in a business-related career including finance, accounting, marketing, supply chain management and other fundamental business knowledge.

### HIGHLIGHTS

 12 Months

 4 Months Work  
Experience

### START DATES

- January
- May
- September

### STUDY & WORK

#### Co-op

The Industry Placement (CPIP 1100) is a key component of the program, offering students valuable real-world experience in a professional environment. This four month Co-op equips students with the practical skills and training essential for their future careers.

#### Career Opportunities

Entrepreneur

Project Manager

Business Analyst

Administration Management

and many more...

#### Semesters

Students become eligible for the Co-op after completing two semesters of study.



■ International Student may work up to 24 hours per week.

#### Courses

- Computer Education Fundamentals
- Communication Strategies
- Career and Professional Development
- Marketing Fundamentals
- Technological Entrepreneurship
- New Venture Analysis
- Digital Marketing
- Corporate Finance
- Entrepreneurial Finance
- Supply Chain & Operation Mgt.
- Accounting Fundamentals
- Commercial Law
- Human Resource Management
- Introduction to Canadian Business
- Web Application on Cloud
- Project Management
- Microeconomics
- Macroeconomics
- Industry Placement

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# General Business Management

## Versatility in Business, Strength in Leadership

### PROGRAM DESCRIPTION

The Western British Columbia Polytechnic College General Business Management Diploma is designed to provide a comprehensive understanding of business operations and prepare students for the demands of today's fast-paced business environment.

Its objective is to expose students to a vast array of business knowledge, management and entrepreneurship skills and practical tools that will assist them in addressing situations within a business-related and entrepreneurial career.

The program focuses on developing the professional and entrepreneurial skills required to be successful in a business-related career including finance, accounting, marketing, supply chain management and other fundamental business knowledge.

### PROGRAM OBJECTIVES

General Business Management graduates are able to:

- **Develop business pitch decks**
- **Develop strategic business plans**
- **Develop the company's financial budget**
- **Develop a business marketing plan and social media strategy**
- **Perform financial analysis based on the company's financial statement**
- **Develop and manage project plans**
- **Develop the company's supply chain management strategy**

### METHODS OF EVALUATION

- The evaluation of the students' course works is based on the course outline and assessed by instructors.
- Students require to complete 330 hours of co-op program.

### DELIVERY METHOD

In-Class Instruction

### Career Occupation

- Entrepreneur
- Business Analyst
- Business Manager
- Administration Management
- Business Development Manager
- Project Manager
- Supply Chain Management Assistance

### GRADUATION REQUIREMENTS

Students successfully earned 70 credits for the whole program including both coursework and the co-op program with minimal performance requirements for each course at D.

### DIPLOMA PROGRAM

- **Total Program Hours: 1050 hours**
- **Full Time Program Length: 52 weeks**

*(Includes holidays and professional days)  
Program content is subject to change*

### PROGRAM FEE

#### DOMESTIC

Tuition: \$4,778  
Books: \$2,045.55  
Registration fee: \$200  
Material fee: \$1,500  
Application fee: \$100  
Assessment fee: \$100  
Taxes: \$177

**Total: \$8900.55**

#### INTERNATIONAL

Tuition: \$14,332.50  
Books: \$2,045.55  
Registration fee: \$500  
Material fee: \$1,500  
Application fee: \$200  
Assessment fee: \$250  
Taxes: \$177

**Total: \$19005.05**

### Contact Us:

(778) 869-9923

[admin@wbcpcollege.ca](mailto:admin@wbcpcollege.ca)

[www.wbcpcollege.ca](http://www.wbcpcollege.ca)



## ADMISSION REQUIREMENTS

1. Aged at least 19 years of age.
  2. Completion of Secondary Education (12 years, or equivalent) or mature student status, or postsecondary transfer.
  3. International students must attend the Western British Columbia Polytechnic College Entrance Meeting AND provide one of the following:
    - CELPIP: Listening 6, Speaking 6, Reading 5, and Writing 5
    - IELTS Academic: overall 5.5
    - TOEFL IBT: 46
- (Refer to Language Proficiency Policy for details)

## COURSE INFORMATION

Code	Course Name	Hours
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ECON 1100	Microeconomics • Microeconomic principles • Identify and analyze various conceptual economic problems	45
ECON 1200	Macroeconomics • Analyze and understand different types of economic models • Describe the financial markets	45
ACC 1100	Accounting Fundamentals • Accrual-based accounting • Prepare and interpret financial statements	45
GMGT 1100	Commercial Law • Canadian legal system • Approaches to legal dispute resolution and mitigate legal risk	45
HR 1100	Human Resource Management • Legal framework of HR in Canada • Workforce plan	45
ENTR 1100	Introduction to Canadian Business • Fundamental concepts of business	22.5

Code	Course Name	Hours
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SCM 1100	Project Management • Critical path and resource selection • Basic functions of project management software	45
MIS 1100	Computer Education Fundamentals • Microsoft Office	45
GMGT 1500	Communication Strategies • Self-awareness strategies • Active listening strategies	45
GMGT 1700	Career and Professional Development	22.5
MKT 1100	Marketing Fundamentals • 4P, market segments • Promotional tools, pricing factor	45
ENTR 2100	Technological Entrepreneurship • Experienced-based	45
ENTR 3100	New Venture Analysis • Market Validation, IP, and Valuation	45
MKT 2100	Digital Marketing • Social media marketing	45
FIN 2100	Corporate Finance • Financial markets and securities • Time value of money concepts	45
FIN 3100	Entrepreneurial Finance • Investment and financing decisions for new ventures • Financial capital and fund-raising	45

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Code	Course Name	Hours
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SCM 2100	Introduction to Supply Chain & Operation Management • Supply chain drivers and metrics • Pricing & revenue management	45
CPIP 1100	Industry Placement • Co-op work placement	300

### VIBRANT ECONOMY IN GREAT VANCOUVER

- Top start-up city as ranked by Startup Compass The Fourth greenest city in the world
- Vancouver is one of the top 10 lowest-risk cities in the world to recruit, employ, and redeploy business
- Vancouver is a magnet for global talent and investment, attracting over half a billion dollars in venture capital every year
- Supportive business environment



• **Economically Strong** – Vancouver boasts one of Canada's most dynamic economies. As the official gateway to the Pacific Rim, this British Columbian city serves as a crucial port and the main western terminus for transcontinental highway and rail networks. Over time, Vancouver has impressively shifted from its primarily resource-oriented economy to a diverse, knowledge-based one, making it the fastest-growing economy in Canada in recent years.

• **Technology and Innovation** – Vancouver is home to about 75,000 of B.C.'s 100,000 tech professionals, making it a leading hub for innovation and startups. The city hosts over 10,000 tech companies with combined revenues exceeding \$23 billion, contributing \$15 billion to the province's GDP. With steady 6% annual growth, Vancouver continues to attract global talent and drive the expansion of the technology sector.



◀ Geographical Location: WBCPC is located in the bustling center of Richmond, within the metro Vancouver metropolitan area.



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• **Social Diversity** – Vancouver's rich cultural mix is shaped by its social, racial, and ethnic diversity. About 52% of residents identify as visible minorities, and 46% speak a mother tongue other than English, creating a vibrant tapestry of languages, traditions, and heritage.

### STUDY EXPERIENCE

#### Zone Learning

Zone Learning is a cutting-edge approach to experiential education that allows students to apply their academic coursework to real-world startups, projects, and ventures. It's not just about acquiring knowledge; it's about gaining practical experience that will equip you for the demands of the 21st-century workforce. By joining Zone Learning, you're not just becoming part of a community, but you're also contributing to a movement that aims to shape the future.

If you're interested in becoming part of our dynamic and engaged community, there are numerous ways to get involved with Zone Learning, regardless of whether you have an idea for a startup or not.

### ABOUT US

Founded in 2010, Western British Columbia Polytechnic College (WBCPC) has over 1,000 alumni from 16+ countries.

We attract students worldwide who share a vision for positive change in entrepreneurship, innovation, social development, and environmental sustainability. Our community of students, faculty, and alumni brings diverse perspectives to shape new ideas and real-world solutions.

With top-rated professors and industry-experienced lecturers, WBCPC blends academic excellence with practical learning. Students also benefit from value-added resources like the Entrepreneurship Center and Career Development Center, supporting both education and career success.

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