

GBC **GASTOWN
BUSINESS
COLLEGE**

GASTOWN BUSINESS COLLEGE

LOCATION

Gastown Business College is located in historic Gastown, the heart of Downtown Vancouver. Designated a National Historic Site in 2009, Gastown is probably best known for its famous steam clock – just up the street from GBC. However, Gastown is so much more than its steam clock. In fact, the publication Complex named Gastown the 4th most stylish neighborhood in the world in 2012. Gastown offers inspiring architecture, memorable places to eat and drink, trendy boutique fashion shops, a burgeoning tech sector, a plethora of coffee options, and the most charming cobblestone street in all of downtown Vancouver.

HISTORY

What if there was a school that not only taught you to be a competent business communicator but also one that would teach you to be an international business professional? What if that school also provided a personalized work placement where you could obtain the practical work experience that would make you highly employable?

Founded in 2006, Gastown Business College set out to equip students with the skills and experiences needed to succeed in international business and achieve their personal dreams. Our program teaches each student to be a competent business communicator and an international business professional; in addition, we offer each student a personalized work placement that will provide them with the real work experience needed to secure their dream job. It is a proven formula for success, and we are extremely proud that many of our GBC alumni have gone on to have very accomplished careers.

VISION

Gastown Business College is an exclusive international business college that offers each student an intimate and highly tailored international business curriculum and personalized work placement that will make them highly employable.

MISSION

We equip individuals with the skills and knowledge to be successful in international business.



WHY GBC?

Gastown Business College is an exclusive international business college with hands on approach that gives us our competitive advantage. We offer what nobody else can: a small, intimate, and personal learning experience which includes a highly tailored international business curriculum. Our team of highly motivated instructors care about who each student is, where they want to go, and what they need to get there. In order to do this we offer Co-op Position, which is paid work in general office administration, hospitality and the customer service sectors. We also have practicum positions available, which is unpaid work in specialised areas of business. In both instances, we identify each student's skill set and ambitions and work with them intensively in order to ensure they become a highly successful international business professional.

We have relationships with a full range of Canadian businesses and organizations from the service sectors (the airline industry and global hotel brands) to professional financial institutions. Most importantly many Gastown Business College alumni have parlayed their program experience into prominent international careers. This enables us to provide all of our students with meaningful work experience.

Each student will leave GBC as:

A competent business communicator;

A mature, reliable, and confident business professional capable of adapting and thriving in any international business environment;

An individual capable of reaching their potential;

A critical thinker and intelligent risk taker who understands and learns from their mistakes;

An individual with international work experience and perspective; and

Someone who is highly employable.

PRACTICUM PROGRAM

iBM & INCIST

Gastown Business College's iBM (International Business and Marketing) and INCIST (International Canada Skills Training) program is Canada's premier International Business and Practicum Placement program. The program offers each participant a highly tailored international business curriculum and personalized work placement that will make them a highly employable international business professional.

Our intensive and comprehensive program will challenge each participant to grow, transform, and succeed.

We simulate a business environment in our classrooms where our highly qualified instructors, with extensive industry and teaching experience, deliver a highly tailored international business curriculum that will equip each student with the skills they will need – including becoming a competent business communicator able to succeed as an international business professional anywhere in the world.

In addition, each student will have the opportunity to not only apply what they learned in the classroom, but also obtain the work experience that will help them achieve their dreams. Indeed, countless Gastown Business College alumni have parlayed their program experience into high profile international jobs.



iBM PROGRAM

Program Duration: 36 weeks

In-Class: 28 weeks

Practicum: 8 weeks



INCIST PROGRAM

Program Duration: 26 weeks

In-Class: 20 weeks

Practicum: 6 weeks



IN-CLASS Modules and Core Topics

Fundamental I + II

Effective Communication/Presentation Skills
Resume Writing/Email Writing
Self Marketing/Business Documents
Time Management Systems/Attitudes
Working Styles/Workplace Cultures
Networking/Transferable Skills
Telephone Skills

Essential Business

Online Professional Profiles
Workplace Communication
Debate Skills/Negotiation Skills
Advanced Networking
Portfolio Building
Interview Skills
Report Writing

Business Development

Product Development
Market Research/Market Segmentation
Marketing Mix Fundamentals
Employee Engagement
Performance Management
Organization Structures
Recruitment & Retention

Hospitality Fundamentals

Introduction to Hospitality
Introduction to Travel & Tourism/ Airlines
Business Communications & Module Project
Customer Service Management

International Marketing

International Marketing Essentials
Political & Regulatory Environments
The Forces of Competition
Strategic Planning/Market Entry Strategies
Cultural Symbols & Norms
Strategic Alliances and Partnerships
Managing and Utilizing Data

Pioneer Program

Personality Types
Leadership Styles
Team Building Strategies
Change Management
Organizational Culture
Final Projects

Elective Course

Advanced Communication
(Business Communication)

GBC's CO-OP PROGRAMS

Students will learn fundamental skills to be successful in international business. They can be better equipped to work in a variety of industries that require both administrative and customer service support.

Career Opportunities: Students will be prepared to work as general office Support Worker. In addition, they have opportunities to work in the hospitality field and take on customer service roles.

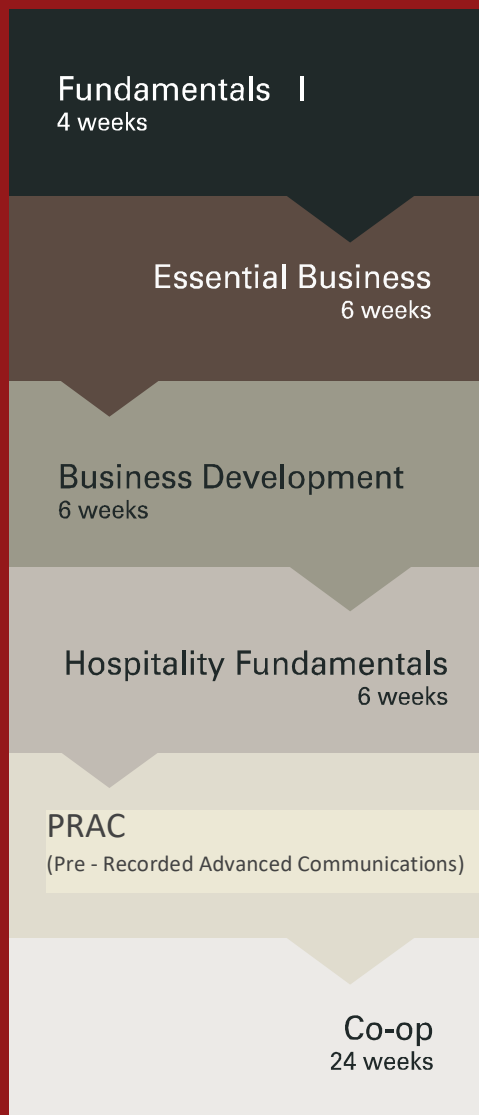
iBH

international Business and Hospitality Fundamentals

Program Duration: 48 weeks

In-Class: 24 weeks

Co-op: 24 weeks



iBF

international Business Fundamentals

Program Duration: 32 weeks

In-Class: 16 weeks

Co-op: 16 weeks



I believe my practicum experience was successful because I tried to think positively and do as much as I could. The reason why I could push myself to try harder and harder is that GBC instructors supported me all the time. They didn't mind spending a lot of time helping me whenever I needed help. They cheered for me and inspired me by giving great classes, which were extremely useful for my practicum. I really appreciate their concern and help for me. I never regret choosing this school. I'm sure that my experiences at GBC will be very helpful for my career. In addition, I have learned a lot of good lessons about life from my GBC experience.

Kimberly Kim



GBC EDUCATION LTD.
d.b.a. GASTOWN BUSINESS COLLEGE

Suite 200 - 73 Water Street, Vancouver, B.C. Canada V6B 1A1

Phone: 604-642-0411

Fax: 604-642-0415

Email: info@gbcol.ca

www.gbcol.ca



“DESIGNATED B.C. PRIVATE TRAINING INSTITUTIONS BRANCH & Shield Design” mark is a certification mark owned by the Government of British Columbia and used under license.