



NEW SHORT COURSES / WORKSHOPS AT YORK COLLEGE OF BUSINESS

York College of Business (YCB) offers a series of short courses and workshops centered on management skills and professional training. To ensure convenient access, these courses will be offered in a short, intensive format on weekday nights or weekends. YCB short courses and workshops are ideal for those seeking focused yet practical ways to build new businesses in a global environment.

Business Essentials (2-day workshop)

- Business in Canada Today
- Forms of Canadian Business
- Applications of Marketing
- Financial Administration
- Management Theory and Practice
- Optimizing Human Resources
- Organizational Management
- Business Analysis for Success
- Communicating and Networking
- Going Global

Management and Marketing for a Small Business (weekend workshop)

- Establishing Business Relationships
- Earning Trust through Communication
- Building a Media Relationship
- Reaching Target Audiences
- Assessing Markets
- Management Theory and Practice
- Optimizing Use of Resources
- Earning High Profile Coverage
- Using Presentations
- Measuring Success
- Staff Training for Advancement

Time : 9:00 – 4:00pm

Day : Saturdays and Sundays

Fee : \$380 (Learning material included)

Communications in Business (weekend seminar – 2 days)

- Clear, Courteous Writing
- Effective, Relevant Language
- Persuasive Techniques
- Strengthening Arguments
- Writing Skills in Emails, Memos and Letters
- Plain English Documents
- Presentation Skills
- Body Language, Voice, Presence
- Media Training
- Crisis Communications

Registration Form:

Fax to: (416) 292-9923 or Phone: (416) 292-9938

Name (please print): _____

Email: _____

Phone: _____

Please check one:

- I would like to reserve _____
- I would like to come to a free orientation session
- I would like to subscribe to the YCB e-newsletter
- Send more information by email

Other short courses available*: Business Intensive Mandarin, International Trade courses, Hospitality Management, Accounting, Basic Property Management.

*courses offered subject to minimum enrolment