

# 2011 INTERNATIONAL STUDENTS



Ashton

*Education with Purpose*



## About Canada

A relatively young nation, Canada is a country in the northern half of the North American continent. Made up of 10 provinces and three territories, Canada is the world's largest country by total area and has one of the highest standards of living in the world. Nearly 90% of Canada's population live within 200 kilometres of the Canadian and United States border. Canada also prides itself for having a vast expanse of mountain ranges, beaches and lush forests to experience and explore.

Besides beautiful terrain, Canada also offers a diversity of faces composed by more than 200 ethnic groups residing within its lands. Over 140 languages are spoken in the streets, reflecting a culturally rich, diverse and vibrant country. With over 200,000 immigrants moving to Canada annually, this diversity grows every year.

Canada also has one of the best education systems in the world, making it a popular destination for students from around the globe – reason enough to consider Canada the place to begin or continue your academic career.

## About Vancouver

Host City to the 2010 Winter Olympic and Paralympic Games, Vancouver is consistently rated one of the most liveable cities in the world. The largest city in the province of British Columbia, Vancouver is surrounded by water on three sides and is nestled alongside the Coast Mountain Range. It is home to spectacular natural scenery, a bustling, culturally diverse metropolitan core and boasts one of the mildest climates in Canada. The Metro Vancouver region is home to more than two million people in 21 municipalities, making it the third largest metropolitan area in Canada.





## About Ashton

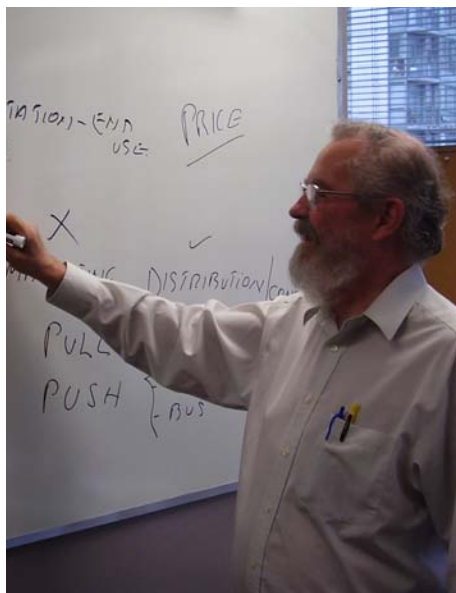
Established in 1998, Ashton College is a post-secondary institution delivering comprehensive career and continuing education to both domestic and international students. Accredited by the Private Career Training Institutions Agency of British Columbia (PCTIA) and recipient of the prestigious Education Quality Assurance (EQA) designation, Ashton College is internationally recognized for its value and quality of instruction.

Comprised of the School of Business, the School of Part-time Studies, the English Language Centre and the School of Continuing Education, Ashton offers full-time and part-time diploma and certificate programs in areas such as International Trade, Human Resources Management, Accounting, Bookkeeping, Business English Communication, Sales and Marketing, Home Inspection, Immigration, Financial Services, and Business.

## Why Choose Ashton?

- Located within walking distance from Downtown Vancouver's restaurants, shops, parks and public transportation
- Small class sizes and personalized instruction
- Full-time and part-time course offerings
- Highly qualified faculty with classroom and working experience
- A rewarding and supportive learning environment
- Experienced, full-time advisers available to assist international students
- Diploma and certificate programs offered in a variety of rapidly expanding disciplines
- Accredited by the Private Career Training Institutions Agency of British Columbia (PCTIA)
- Recipient of the prestigious Education Quality Assurance (EQA) designation





## Ashton College Programs

CERTIFICATE	PROGRAM	TERMS OF STUDY
	Business English Communication (BEC)	3 Months
	Business (CBUS)	3 Months
	International Trade (CIT)	3 Months
	International Legal English (CILE)	5 Weeks
	Sales & Marketing (CSM)	3 Months
	Human Resources (CHR)	3 Months
	Bookkeeping (CB)	3 Months
	Accounting (CA)	5 Months

DIPLOMA	PROGRAM	TERMS OF STUDY
	Sales & Marketing (DSM)	6 Months
	Business (DBUS)	6 Months
	International Trade (DIT)	5 Months
	Human Resources Management (DHRM)	6 Months
Accounting (DA)	8 Months	

DIPLOMA (INCLUDING PRACTICUM)	PROGRAM	TERMS OF STUDY
	International Trade Management (DITM)	5+5+1 Months
	Business English Communication (BECD)	3+3 Months
	Sales & Marketing Management (DSMM)	6+6+1 Months
Business Management (DBM)	6+6+1 Months	

# English Language Centre

## Certificate in Business English Communication

Designed to be an intensive English Communication program focusing on English in the workplace, the Certificate in Business English Communication program gives students ample opportunity via practical application of communication methods to develop skills in conversation, business meeting techniques, negotiation styles, telephone conversations, presentation and debating.

### Academic Partner

#### University of Cambridge

[www.cam.ac.uk](http://www.cam.ac.uk)

### ESOL Examinations

[www.cambridgeesol.org](http://www.cambridgeesol.org)

## Diploma in Business English Communication

The Diploma in Business English Communication offers students a unique opportunity to expand their business English knowledge and to gain practical work experience by completing a practicum with a Canadian employer. This program is ideal for students who want to combine a period of classroom learning with a practicum of three months.

TIME	MONTH 1	MONTH 2	MONTH 3
8:30AM – 11:30AM	BESD Preliminary MOD 1  Skills Development	BESD Preliminary MOD 2  Skills Development	BESD Preliminary MOD 3  Skills Development
11:30AM – 12:30PM	LUNCH	LUNCH	LUNCH
12:30PM – 3:30PM	BD Preliminary MOD 1 Meeting Dynamics	BD Preliminary MOD 2 The Job Hunting Process Dynamic	BD Preliminary MOD 3 Presentation Dynamic
BREAKS	THERE IS A 15 MINUTE BREAK DURING THE MORNING & AFTERNOON CLASSES		
PROGRAM START	FEBRUARY 14 MAY 9 AUGUST 2 OCTOBER 24	MARCH 14 JUNE 6 AUGUST 29 NOVEMBER 21	JANUARY 17 APRIL 11 JULY 4 SEPTEMBER 26 DECEMBER 19

\*For sample purposes. Actual dates and schedule may vary.

## Certificate in International Legal English

The Certificate in International Legal English is designed to prepare international students to communicate effectively in English within a legal context. Through language activities, lectures, guided practice, simulations and group projects, students will become more proficient and more comfortable speaking English in legal settings.

### Academic Partner

#### TOLES

[www.toles.co.uk](http://www.toles.co.uk)

# School of Business

## Certificate in Business

This program is ideal for students who require a basic introductory program to North American business practices. Designed as a basic certificate in Business, the focus of this program will be on the fundamental skills required for a successful career in business – providing students with a variety of career opportunities including general business administration, careers in sales and marketing, general management positions and self-employment.

For international students, this program is an ideal opportunity to improve English language skills as well as their knowledge of North American culture and business practices.

## Diploma in Business

The Diploma in Business provides comprehensive knowledge of relevant business topics in today's dynamic global environment. Students receive specialized training along with the interpersonal, organizational, computer, decision-making and practical skills needed to start a successful career in today's fast-changing business world.

## Academic Partners

### AMA (American Management Association)

[www.amanet.org/](http://www.amanet.org/)

### CIM (Canadian Institute of Management)

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

TIME	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
8:30AM – 11:30AM	DBUS 1 Introduction to Accounting	DBUS 2 Strategic Management	DBUS 3 Financial Management	DBUS 4 Business Communication	DBUS 5 Canadian Business Law	DBUS 6 Introduction to Management
11:30AM – 12:30PM	LUNCH					
12:30PM – 3:30PM	DBUS 7 International Studies	DBUS 8 Project Management	DBUS 9 Fundamentals of Marketing (Marketing Plan)	DBUS 10 Leadership Coaching Negotiating	DBUS 11 Fundamentals of Human Resources	DBUS 12 Introduction to Management Information Systems
BREAKS	THERE IS A 15 MINUTE BREAK DURING THE MORNING & AFTERNOON CLASSES					
PROGRAM START	FEBRUARY 14 AUGUST 2	MARCH 14 AUGUST 29	APRIL 11 SEPTEMBER 26	MAY 9 OCTOBER 24	JUNE 6 NOVEMBER 21	JANUARY 17 JULY 4 DECEMBER 19

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## Certificate in Sales and Marketing

Offered in partnership with the Canadian Institute of Management (CIM) and the Canadian Professional Sales Association (CPSA), the Certificate in Sales and Marketing is a 3-month program designed to enrich the student's knowledge and skills in core areas of business. Completion of the program is intended to prepare them for career advancement or entry into the field.

## Diploma in Sales and Marketing

The Diploma in Sales and Marketing is a 6-month program that provides students with an exciting opportunity to specialize in these two essential areas of business. The curriculum contains all the fundamental business courses of the Canadian Institute of Management (CIM) and includes specialization from the Canadian Professional Sales Association (CPSA) knowledge base for certification.

## Diploma in Sales and Marketing Management

The Diploma in Sales and Marketing Management incorporates current business concepts and real-life examples to illustrate a worldly view of the corporate sales and marketing environment. The selected courses provide students with knowledge of sales and marketing functions, and practical skills applicable to this setting. It is a 13-month program, including 7 months of instruction and 6 months of practicum.

## Academic Partners

### CIM (Canadian Institute of Management)

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

### CPSA (Canadian Professional Sales Association)

[www.cpsa.com](http://www.cpsa.com)

TIME	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
8:30AM – 11:30AM	DSM 1 Introduction to Accounting	DSM 2 Strategic Management	DSM 3 Financial Management	DSM 4 Business Communication	DSM 5 Canadian Business Law	DSM 6 Introduction to Management
11:30AM – 12:30PM	LUNCH					
12:30PM – 3:30PM	DSM 7 Marketing 1	DSM 8 Sales 1	DSM 9 Marketing 2	DSM 10 Sales 2	DSM 11 Fundamentals of Human Resources	DSM 12 Introduction to Management Information Systems
BREAKS	THERE IS A 15 MINUTE BREAK DURING THE MORNING & AFTERNOON CLASSES					
PROGRAM START	FEBRUARY 14 AUGUST 2	MARCH 14 AUGUST 29	APRIL 11 SEPTEMBER 26	MAY 9 OCTOBER 24	JUNE 6 NOVEMBER 21	JANUARY 17 JULY 4 DECEMBER 19

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## Certificate in International Trade

For businesses, understanding the realities of international trade can be a critical competitive edge, giving one significant advantage over competitors. The Certificate in International Trade is a 3-month program that provides the skills, knowledge and preparation to overcome cultural barriers, build lasting alliances, and effective costing of market products and services internationally.

## Diploma in International Trade

The Diploma in International Trade program is a 5-month program developed in response to needs identified by experienced managers wanting to develop and enhance existing skills in both large and small organizations. Among those who will benefit from this program are aspiring importers and exporters wanting professional competencies by adding skills and knowledge in the execution of international business activities.

## Diploma in International Trade Management

The Diploma in International Trade Management is designed to prepare individuals to compete successfully in world markets. This program which extends for 11 months (including 6 months of instruction and 5 months of practicum) is a hands-on, comprehensive package focusing on some of the practical aspects of international business, including logistics, trade finance, marketing opportunities, market entry strategies, international negotiation and sound international management.

## Academic Partners

**CPSA (Canadian Professional Sales Association)**  
[www.cpsa.com](http://www.cpsa.com)

**FITT (Forum for International Trade Training)**  
[www.fitt.ca](http://www.fitt.ca)

TIME	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
8:30AM – 11:30AM	DIT 003 International Trade Finance	DIT 007 Legal Aspects of International Trade	DIT 002 International Marketing	DIT 001 Global Business Environment	DIT 005 International Market Entry Strategies
11:30AM – 12:30PM	LUNCH				
12:30PM– 3:30PM	DIT 008 International Trade Management  FITT Final Exam Preparation/ Business Plan	DIT 10 Sales Management	DIT 09/11 Marketing 1 & 2	DIT 004 Global Supply Chain Management	DIT 006 International Trade Research (Project)
<b>DIT 008 – INTERNATIONAL TRADE MANAGEMENT – BUSINESS PLAN / COMPLETED OVER 5 MONTHS</b>					
PROGRAM START	APRIL 11 AUGUST 29	MAY 9 SEPTEMBER 26	JANUARY 17 JUNE 6 OCTOBER 24	FEBRUARY 14 JULY 4 NOVEMBER 21	MARCH 14 AUGUST 2 DECEMBER 19

► CPSA Modules – DIT 09, 10 & 11

► FITT Modules – DIT 001 - 008

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## Certificate in Accounting

The Certificate in Accounting program is designed for students who wish to pursue a career in Accounting without necessarily obtaining professional certification. It offers an understanding of basic and advanced accounting concepts combined with their practical application in a computerized business environment and provides the advantage of discussions on the new International Financial Reporting Standards required for public corporations.

## Diploma in Accounting

The Diploma in Accounting is designed to meet the needs of students planning for a career in accounting. Topics range from basic accounting concepts and procedures to more advanced topics such as financial accounting, management accounting, corporate finance fundamentals, business communication, and the analysis of a business case. All courses are transferable to the Certified General Accountants (CGA) Program of Professional Studies in British Columbia.

## Academic Partner

### Certified General Accountants Association of British Columbia

[www.cga-bc.org](http://www.cga-bc.org)



## Certificate in Bookkeeping

The program offers students the opportunity to obtain a thorough understanding of bookkeeping techniques and practices and how to apply them in both manual and computerized environments. This program will train students in the fundamentals of accounting, and provide them with opportunities for a number of exciting careers within the business and accounting fields.

# Post-Graduation Work Permit Program For International Students

Effective January 31, 2011, the Post-Graduation Work Permit Program (PGWPP) issued by the Government of Canada now allows international students from Ashton College to secure post-graduate work permits, making them eligible for employment in Canada after they have completed their schooling requirements.

International students are required to meet the following criteria in order to qualify for a Work Permit (WP):

- Must have graduated from one of the EQA-designated private post-secondary institutions in British Columbia designated by the Province of British Columbia as eligible institutions during the validity of this 2-year pilot program.
- Must have completed a program of study for at least eight (8) months and received their diploma or certificate. Only career training programs qualify for a WP. General interest courses or programs of study that consist primarily of English or French as Second Language instruction will not qualify.

The student must apply for the WP within 90 days of receiving formal written notice of his program completion or final marks. Once a work permit is secured, the student may proceed with his job search and begin working anywhere in Canada.

The WP issued under this pilot program may be valid for a maximum of 3 years but cannot be longer than the length of the selected program of study.

## Program List for PGWPP

International Trade Management (DITM)
Accounting (DA)
Sales & Marketing Management (DSMM)
Business Management (DBM)

# Frequently Asked Questions

## 1. When can I apply for my post-graduation work permit?

You must apply within 90 days of receiving formal written notice from Ashton College that you have met the requirements of your program. Calculation of the 90 days begins the day when your final marks are issued or when formal written notification of program completion is received – whichever comes first.

## 2. What are the general requirements for obtaining a post-graduation work permit?

You must have studied full-time at Ashton College and passed a program lasting at least eight months. It does not matter whether you receive a diploma or certificate upon completing the program. You must be in possession of a valid study permit at the time that you apply. You can only receive this permit once.

## 3. What are the general advantages of this type of permit?

You may accept employment in any field, with no restrictions. This means that you are allowed to apply for the work permit as soon as you graduate, and once you have it in hand, you can start working. There is no need for HRSDC confirmation. There are no geographical restrictions. A permit is valid for the same length of time as your studies with a maximum of three years.

## 4. How do I apply for this permit?

There are two options:

**4.1) Paper-based application.** Go to <http://www.cic.gc.ca/english/information/applications/work-students.asp> and download the instruction guide and application. Mail the application including all the required documents to the address provided in the guide. The cost of the application is \$150.00.

**4.2) Online application.** Go to <http://www.cic.gc.ca/english/e-services/post-grad.asp> and follow the instructions. To submit an online application, you will need to create a MyCIC account. Details of how to do this are available at <http://www.cic.gc.ca/english/e-services/mycic.asp>.



**[WWW.ASHTONCOLLEGE.COM](http://WWW.ASHTONCOLLEGE.COM)**

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