



**TORONTO**  
SCHOOL OF MANAGEMENT

# Diploma in Digital Business Management Co-op

## START DATES

May, July, September,  
November

## PROGRAM SCHEDULE

Daytime



This two-year Co-op diploma is ideal for students who want to pave the way for a successful career in business management in today's new digital economy.

## PROGRAM HIGHLIGHTS

- Become an effective leader by learning fundamental business strategies and managing people
- Understand the role of technology and digital literacy as a modern day professional
- Leverage cutting edge tools and refine problem-solving skills to navigate today's digital landscape
- Learn the "Manage the Salesforce Way" to discover strategies and tools to be a great manager
- Use computers and other devices in accordance with fundamental cybersecurity practices
- Learn fundamental marketing concepts, terms and ideas
- Understand how to create effective communication strategies
- **Co-op placement in the field of studies<sup>^</sup>**

## PROGRAM DURATION



## MODULES

- Fundamentals of Business Communication
- Project Management
- Information Management
- Organizational Behaviour
- Managing Financial Resources
- Business Environment
- Research Project
- Operations Management in Business
- Business Ethics
- Business Decision Making
- Introduction to Marketing and Branding
- Introduction to Cybersecurity
- Work Placement

## LEARNING PARTNER



This program is powered by Trailhead from Salesforce. With engaging, bite-size content, Trailhead helps you gain new skills and hone existing ones. Trailhead is a learning experience platform—a library of educational content that you can access whenever you like.

## CO-OP EXPERIENCE

The co-op term provides you with an opportunity to integrate academic studies with related employment experience.

### The co-op work experience could include positions in the following areas:

- Business Analyst
- Digital Marketing Specialist
- Marketing Specialist
- Social Media Coordinator/Content Creator
- Training Specialist
- HR Intern

### Some of our co-op partners include:



## CAREER OPPORTUNITIES

- Business management analyst
- Conference facilitator
- Corporate planner
- Direct mail specialist
- Export trade consultant
- Filing systems analyst
- Team training specialist
- Organization and methods officer
- Organization and methods researcher
- Organizational analysis consultant

## ADMISSION REQUIREMENTS\*

- Have an Ontario Secondary School Diploma or equivalent or
- Be at least 18 years of age and pass the Wonderlic Test

### For non-native English speakers:

- Successful completion of TSoM EAP Level 4 or
- IELTS 5.5 or equivalent or pass the TSoM English Assessment

\*Please visit [TorontoSoM.ca](http://TorontoSoM.ca) for more information about our admission requirements

^ Students will be offered paid or unpaid entry-level positions related to their field of studies. The Career Services Department will provide full support to students on booking and preparing for interviews. It is the student's responsibility to perform well during all interviews as well as during the full length of the co-op term. Placements are subject to availability and will vary based on the program, season and job market changes as well as the student's English level and previous professional and academic experience. Should the co-op placement not be available the student will be required to complete a Capstone Project as an alternative to graduate from the program.

## WHAT CAN TSoM OFFER YOU?

- Diverse student environment
- Experiential learning through field trips, guest speakers and networking events
- Dedicated career support
  - resume writing, mock interviews and a network of over 100 co-op partners
- Academic pathway advice and support for any university or college in Canada



**Yevgeniy Demchuk, MA**  
Associate Director of Academics and Student Services, Academic

“Here at TSoM we always make sure that each and every student is supported by the team of professionals with diverse backgrounds and given all the resources needed to achieve his / her career goals and aspirations.”

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