

Business at Okanagan College in Penticton

**A GREAT RETURN ON
INVESTMENT**

A critical factor in any business decision is the return on investment you can expect, whether it is a financial investment you're making or an investment of energy.

in his family's firm - Oslunds of Penticton - that has been around for 42 years. "With several years of business experience behind me now, I can say that taking the program was among the

ratios, opportunities for co-operative work experience, and connections with the region's employers: these just maximize the opportunity for a great return on investment.

"Our professors have real business experience," explains Dr. Jayne Brooks, the Dean of the Okanagan School of Business. "Many of them are in demand as consultants to industry and they can bring that real-world experience and insight into the classroom with them. I know too, that our profs genuinely care about student success."

"No one goes into business with a plan to fail," says Brooks. "We admit students to our programs with a plan for their success and we work hard to help them make that happen. You can meet the results at almost any Chamber of Commerce event, or anywhere else when business people get together."

The College offers options in Accounting, Human Resource Management, Hospitality & Tourism Management, Financial Management, Marketing, and Management: there's something for everyone who envisions a career in business or wants to extend the training they already have. Students can take the first two years of their business diploma and/or degree at the Penticton campus and then easily transfer to Kelowna to complete their Bachelor of Business Administration (BBA) degree.

Starting their programs in Penticton can give degree-bound students a leg up on minimizing their costs, and maximizing their return on investment. Being able to attend business classes in Penticton, or



Students Brett Vanderhoek and Cameron Van Trump working on a Business Project at the Kelowna International Airport.

From almost any perspective, but especially using the yardstick of return on investment, one of the best investments to be made by individuals and organizations is in education. And many savvy businesspeople see Okanagan College and the Okanagan School of Business as a great place for investment.

"I graduated with a diploma in Business Administration in the 1990s," says Darren Oslund, who is working

best investments I've ever made. Even coming from an entrepreneurial family with a long and successful business history, I know that I benefited from the education."

The reasons that Okanagan College has gained a strong reputation for its many programs, but especially for Business Administration, is because it offers affordable programs that are taught close to home, by experienced professors and teachers. Low student-to-teacher

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in Vernon, Salmon Arm and Kelowna, affords students the opportunity to obtain a world-class post-secondary education at a fraction of the cost of having to move to go to school.

The cooperative education option benefits both employers and students in the Okanagan. Businesses have the opportunity to hire students who have skills and knowledge in specific specialties and students have the opportunity to gain valuable work experience.

Okanagan College is building a reputation for excellence, through its connections to the communities it serves, and through the accomplishments of students, staff and faculty. The reputation, for instance, helped earn the College a three-year contract to run Student Connections, which is an Industry Canada initiative funded through the federal government's Youth Employment Strategy. Established in 1996, Student Connections delivers on-site customized Internet and computer training and e-business services to small and medium-sized enterprises (SME) in Canada. To deliver these training and

consultation services, Student Connections hires qualified post-secondary students and recent graduates as Student Business Advisors and trainers.

The College's reputation for excellence in the Okanagan School of Business is also reflected in the provincial government's recent decision to invest \$1 million in a training partnership, led by Okanagan College, the B.C. Chamber of Commerce, the Canadian Federation of Independent Business and the Small Business Roundtable. The initiative is aimed at helping British Columbia's fast-growing small business sector compete for and retain needed workers, as well as providing them with the training resources necessary to remain competitive.

Students benefit from this focus on quality and

accomplishment. The Okanagan School of Business has a growing history of success in regional and international business simulation competitions. The students continue to showcase their exceptional business knowledge with first place finishes and outstanding performance.

The reputation is also growing internationally, not only through competitions, but also through Okanagan College students going abroad and international students coming to our region. Through the Okanagan School of Business's International Exchange program, students can spend a semester or two studying business in partner schools in countries such as Germany, France, Australia, the Netherlands, Austria, Japan, England, Finland and the USA. Tuition remains the same as the students would pay at Okanagan College which provides an excellent

OK College business students hard at work.



opportunity for students to travel and continue their studies.

Additional business courses offerings at the Penticton campus include Applied Business Technology, Office Assistant, and Accounting Assistant certificate programs. These programs range from 17 weeks to 10 months in length and provide students with the required skills to start a successful career.

Graduates of these Office Administration programs have excellent communication skills, are proficient in a variety of software programs and possess a good knowledge of the business environment. The Office Administration programs ladder into other programs at Okanagan College, so students can earn credit for their studies when they decide to advance their education or careers.

Whether short term or long term, full-time or part-time, studying at the Okanagan School of Business will always provide a great return on your investment. &



Student Connections at work. Sarah Duthie assisting Shilo Longe, owner of "A Pure Shade" in downtown Kelowna with Internet marketing.