

## **Bachelor of Applied Business (Financial Services)**

# **Section 1: Program Abstract**

## **Bachelor of Applied Business (Financial Services)**

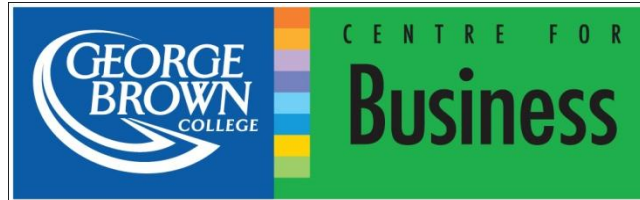
### **Section 1: Program Abstract**

George Brown College's Bachelor of Business (Financial Services) program combines the benefits of applied, practical education with a bachelor's degree. The program was developed in association with the major banks, financial planning firms, the Certified General Accountants Association of Ontario, the Financial Planning Standards Council and the Canadian Securities Institute. It is the only bachelor's degree in Financial Services in Ontario that includes majors in Personal Financial Planning and Accounting. The four-year program offers several benefits to the students:

- Accounting, banking management, administration and financial planning theory, as well as the practice of applying concepts in the real world through the use of today's current, industry-leading software applications.
- The Accounting major is aligned with the professional pathway requirements of Institute of Chartered Accountants of Ontario, Certified General Accountants Association of Canada and the Certified Management Accountants (CMA) Ontario.
- The Financial Planning major is aligned with the professional pathway requirements of the Financial Planning Standards Council.
- A state-of-the-art facility that includes network-ready wireless classrooms and study areas.
- One mandatory co-op work term and two optional co-op work terms built into the program.
- Integrated computer-based learning throughout the four years of study.

Students major in either a personal financial planning or accounting. Both majors are designed as pathways toward establishing professional careers and attaining accreditations related to the field of study.

A significant strength of the program is its physical proximity to the epicenter of the third largest financial services centre in North America. George Brown is close to the people and organizations that drive the economic vitality of Canada and beyond and the College is well positioned to listen to what employers want so that our graduates can bring innovative ideas and effective skills to their work.



**Bachelor of Applied Business  
(Financial Services)**

**Section 2**

**Course Schedule 2**

## Course Schedule 2

### Bachelor of Applied Business (Financial Services) Course Schedule with Faculty Qualifications

\* Ref Column: C = Common; A = Accounting Major B321; P = Personal Financial Planning Major B301

Year and Semester	Ref *	Course Title	Total Core Course Semester Hours	Total Non-Core Course Semester Hours	Course Prerequisites and Co-requisites	Highest Qualification Earned and Discipline of Study
Year 1						
Semester 1	C	BCOM1001 Applied Business Communication	42		None	PhD
	C	BMTH1001 Financial Mathematics I	56		None	PhD
	C	BBUS1007 Macroeconomics: Canada in the Global Environment	42		None	MA
	C	BBUS1001 Canadian Business Fundamentals	42		None	MBA
	C	BACC1001 Accounting Principles I	56		None	MBA MA
	C	BBUS 1104 Business and Professional Skills	42		None	MBA
Year 1						
Semester 2	C	BBUS1006 Microeconomics: Canada in the Global Environment	42		None	PhD
	C	BFPL 1001 Personal Financial Planning Principles			None	MBA, CFP
	C	BFSM1101 Canadian Financial Systems	42		BBUS1001	MBA
	C	BCOP1000 Coop Prep. Course	28		BCOM1001	BA
	C	BACC 1101 Accounting Principles II	56		BACC1001	MBA, CGA
	C	BBUS1106 Organizational Behaviour	42		BBUS1104	MBA
	C	BMTH 1101 Financial Mathematics II	42		BMTH1001	PhD
Year 2						
Semester 3	C	BMTH1002 Statistical Methods	56		BMTH1101	MA
	C	BCOM 1101 Applied Business Communication II	42		BCOM1001	PhD PhD
	C	BBUS 1002 Marketing Management	42		None	MBA
	C	Liberal Studies Elective		42	None	
	P	BFPL2001 Canadian Securities I	42		BFPL1001	MBA, CFP

## Course Schedule 2

Year and Semester	Ref *	Course Title	Total Core Course Semester Hours	Total Non-Core Course Semester Hours	Course Prerequisites and Co-requisites	Highest Qualification Earned and Discipline of Study
	P	BFPL2002 Applied Personal Financial Management	42		BFPL1001	MBA, CFP
	A	BACC2001 Intermediate Accounting I	56		BACC 1101	MBA, CGA
	A	BACC2010 Applied Accounting Software	42		BACC 1101	MBA, CGA
Year 2						
Semester 4	C	BCMP3001 Information Systems: Concepts and Analysis	42		None	MBA
	C	BFSM2105 Project Management	42		None	MBA
	C	Liberal Studies Elective		42	None	
	P	BFPL2101 Canadian Securities II	42		BFPL2001	MBA, CFP
	P	BFSM2103 Financial Services Marketing	42		BBUS1002	MBA
	P	BFPL3001 Retirement Planning	42		BFPL1001	MBA, CFP
	A	BACC2003 Managerial Accounting I	56		BACC1101	MBA, CMA
	A	BACC2101 Intermediate Accounting II	56		BACC2001	MBA, CGA
	A	BMTH2001 Quantitative Methods	56		BMTH1002	MA
Year 3						
Semester 5	C	BACC3004 Corporate Finance I	56		BACC1101	PhD
	C	BACC3002 Income Taxation I	56		BACC1101	MAcc, CA, CMA
	C	BLAW2003 Law and Business Administration	42		BFSM1101	MA, LLB
	C	Liberal Studies Elective		42	None	
	P	Business Elective	42		None	
	P	BFSM2104 Selling Financial Services	42		BFSM2103	MBA
	A	BACC2103 Managerial Accounting II	56		BACC2003	MBA, CMA
	A	BACC3103 Accounting Theory	42		BACC2101	MBA, CA, CMA
Year 3						
Semester 6	C	BFSM4101 Human Resources Management	42		BBUS1106	MBA
	C	BLAW2103 Commercial and Family Law	42		BLAW2003	MA, LLB
	C	Liberal Studies Elective		42	None	
	P	BACC2104 Income Tax Strategies	56		BACC3002	MAcc, CA, CMA

## Course Schedule 2

Year and Semester	Ref *	Course Title	Total Core Course Semester Hours	Total Non-Core Course Semester Hours	Course Prerequisites and Co-requisites	Highest Qualification Earned and Discipline of Study
	P	BFPL4001 Fundamentals of Derivative Products	42		BFPL2101	MBA, CFP
	P	Business Elective	42		None	
	A	BACC3104 Corporate Finance II	56		BACC3004	PhD
	A	BACC3001 Audit Strategies I	42		BACC2101	MBA, CA, CMA
	A	BACC4002 Income Taxation II	56		BACC3002	MAcc, CA, CMA
		WORK EXPERIENCE				
Year 4						
Semester 7	C	Liberal Studies Elective		42	None	
	C	Business Elective	42		None	
	P	BFPL3002 Investment Management	42		BFPL2101	MBA, CFP
	P	BFPL3003 Personal Risk Management	42		BACC2104	M.Ed., CFP
	P	BFSM2001 Estate Planning	42		BACC2104	M.Ed., CFP
	P	BFSM4002 Management Decision Making	42		BBUS1106	MBA
	A	Business Elective	42		None	
	A	BACC4007 Advanced Managerial Accounting I	56		BACC2103	MBA, CMA
	A	BACC3101 Audit Strategies II	42		BACC3001	MBA, CA, CMA
	A	BACC3102 Advanced Accounting I	56		BACC2101	MAcc, CA, CMA
Year 4						
Semester 8	C	BBUS4102 Multi-Disciplinary Strategic Management	42		Semester 7	MBA
	C	Business Elective	42		None	
	C	Liberal Studies Elective		42	None	
	P	BFPL4101 Advanced Personal Financial Planning	42		BFPL3003	MBA, CFP
	P	BFPL4002 Portfolio Management	42		BFPL3002	MBA, CFP
	P	BFPL4109 Small Business Management	42		BLAW2003	MBA, CFP
	A	BACC4008 Advanced Managerial Accounting II	56		BACC4007	MBA, CMA
	A	BACC3112 Advanced Accounting II	56		BACC3102	MAcc, CA, CMA
	A	BBUS4001 Operations Management	42		BMTH2001	MBA

## Course Schedule 2

Year and Semester	Ref *	Course Title	Total Core Course Semester Hours	Total Non-Core Course Semester Hours	Course Prerequisites and Co-requisites	Highest Qualification Earned and Discipline of Study
		Subtotal Course Hours – Personal Fin. Planning	1,848	252		
		Subtotal Course Hours – Accounting	1,988	252		
		<b>Total Program Hours – PFP = 2,100</b>	<b>88%</b>	<b>12%</b>		
		<b>Total Program Hours – Accounting = 2240</b>	<b>89%</b>	<b>11%</b>		

The following business electives are available to the students in Fall 2012. With reference to the above course schedule:

- Students in the Financial Planning major select 4 business electives
- Students in the Accounting major select 3 business electives

Year and Semester	Ref	Business Electives Course Title	Total Core Course Semester Hours	Total Non-Core Course Semester Hours	Course Prerequisites and Co-requisites	Highest Qualification Earned and Discipline of Study
		BBUS1107 Customer Relationship Management	42		BBUS1002	MBA
		BBUS3102 Productivity Management	42		BFSM2104 BFSM1101 BFSM4101	MBA
		BBUS3103 Corporate Governance and Compliance	42			MBA
		BBUS3104 Innovation & Leadership	42			MBA
		BFPL3004 Life License Qualification Program (LLQP)	42			BBA (Honours), CFP, AMP
		BFSM3003 Mortgage Underwriting and Administration	42		BLAW2002	LLB
		BFSM4003 Training and Development	42		BBUS1106 BFSM4101	Ed.D
		BFSM4102 Applied Bank Financial Management	42			MBA
		BFSM4104 Managing Organizational Diversity and Change	42			Ed.D



# **Bachelor of Applied Business (Financial Services)**

**Addendum to Renewal Application Submission**

**Request for Nomenclature Change**

**Dated: May 7, 2012**



## **ADDENDUM**

### **Request Consent for Nomenclature Change**

**Current:** Bachelor of Applied Business (Financial Services)

**Requested:** Bachelor of Commerce – Financial Services

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Pursuant to the September 14, 2009 PEQAB nomenclature standard for CAAT degree programs in applied areas of study, George Brown College is requesting that the program name of its Bachelor of Applied Business (Financial Services) be modified.

A proposed nomenclature change was submitted to the Postsecondary Education Quality Assessment Board (PEQAB) in December 2011. Based on subsequent discussions with representatives of PEQAB and the Ministry of Training, Colleges & Universities (MTCU), George Brown College is submitting this addendum to now request a nomenclature change to **Bachelor of Commerce – Financial Services**.

Based on our analysis of comparable programs and similar program nomenclature, George Brown College makes this change recommendation to promote consistency in the financial services sector, facilitate public understanding of the qualification, and to assist students, employers, and other postsecondary institutions to better recognize the level, nature and discipline of study.

#### **Overview of Analysis Conducted:**

As part of the analysis undertaken to determine a program nomenclature that reflects the postsecondary education achieved, George Brown College engaged in the following activities:

- Conducted an environmental scan comparing our program name to similar programs.
- Conducted a comparison of our program to the degree programs at colleges and universities with similar or identical nomenclature.

The environmental scan included a comparison of the key features of our program to the following degrees with similar or identical nomenclature:

<b>Attachment</b>	<b>Major</b>	<b>Institution</b>	<b>Degree used in Comparison</b>
1	Financial Planning	Athabasca University Ryerson University	Bachelor of Commerce (Financial Services) Bachelor of Commerce (Finance)
2	Accounting	Athabasca University	Bachelor of Commerce: Accounting Major
3	Accounting	Ryerson University	Bachelor of Commerce (Accounting)
4	Accounting	Humber College	Bachelor of Commerce (Accounting)

Given the comparative analysis outlined in the attachments, we believe that changing George Brown's program name will promote consistency in the financial services sector. In addition, we believe that the Bachelor of Commerce nomenclature is more easily understood by and explained to potential students and potential employers.

## Attachment 1

**Major:** Financial Planning

**Institutions:** Athabasca University and Ryerson University

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Ryerson BCOMM (Finance) and Athabasca BCOMM (Financial Services)</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Personal Financial Planning) Major</b>
Program description	<p>This business degree examines and integrates all core areas of business including economics, marketing, statistics, financial and management accounting, finance, information systems, organizational behaviour, and commercial law.</p> <p>The study of financial services includes the evaluation and analysis of financial markets, financial instruments and investment decision making, and analyzes alternative methods to obtain and manage capital.</p> <p>The curriculum provides students with a general overview of business in society, introduces them to all the basic business functions, and develops their awareness of social, human and economic issues through the introduction of the liberal studies. In addition, students continue studies in general business courses and the liberal studies area to broaden their perspective.</p>	<p>The Bachelor of Applied Business (Financial Services) degree was developed with employers to ensure graduates will have the skills to thrive in today's financial services industry.</p> <p>The curriculum provides the students with an overview of key business areas of study, including economics, marketing, managing human resources, finance, statistics and qualitative analysis, management accounting, taxation, strategic management as well as business electives and liberal studies to develop additional broad-based skills, knowledge and perspective.</p> <p>The major in financial planning provides students with the opportunity to develop more in-depth knowledge and skills required to be successful in the financial planning profession, along with the practical and applied skills and knowledge required by today's employers.</p>
Expectations for graduates	<p>Graduates of the program will be able to manage finances (in the derivative markets, personal financial planning, and the mutual funds industry, as well as advances in electronic data interchange), with focus on corporate financial management, investments management or personal financial planning. As well, graduates are prepared to obtain additional professional designations.</p>	<p>Graduates of the financial planning major find employment in banks, insurance companies, mutual fund companies, major corporations and small business or continue with graduate studies.</p> <p>Upon successful completion of the financial planning major, students are qualified candidates to sit for the new Financial Planning Exam 1 and Exam 2 – required steps toward obtaining a CFP® designation. Students in this major also take courses that are designed to assist with their preparation to write the Canadian Securities Course (CSC®) Exams 1 and 2 offered by the Canadian Securities Institute.</p>

Program subjects	<p>The program comprises a wide variety of subjects, including:</p> <ul style="list-style-type: none"> <li>Financial Accounting</li> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Business Statistics</li> <li>Financial Math</li> <li>Business Information Systems</li> <li>Principles of Marketing</li> <li>Business/Commercial Law</li> <li>Human Resource Management</li> <li>Organizational Behaviour (AU only)</li> <li>Investment Analysis/Management</li> <li>Personal Financial Planning</li> <li>Retirement and Estate Planning</li> <li>Risk Management</li> <li>Portfolio Management</li> <li>Small Business/ Entrepreneurial Finance</li> <li>Project/Operations Management</li> <li>Leadership and interpersonal skills</li> <li>Strategic Management</li> <li>Business/professional communication skills</li> <li>Liberal studies</li> </ul>	<p>The program comprises a wide variety of subjects, including:</p> <ul style="list-style-type: none"> <li>Applied Business Communications I &amp; II</li> <li>Financial Mathematics I &amp; II</li> <li>Macroeconomics</li> <li>Canadian Business Fundamentals</li> <li>Accounting Principles I &amp; II</li> <li>Business and Professional Skills</li> <li>Personal Financial Planning Principles</li> <li>Canadian Financial Systems</li> <li>Microeconomics</li> <li>Organizational Behaviour</li> <li>Statistical Methods</li> <li>Canadian Securities I &amp; II</li> <li>Applied Personal Financial Management</li> <li>Software</li> <li>Marketing Management</li> <li>Financial Services Marketing</li> <li>Retirement Planning</li> <li>Data Concepts &amp; Analysis</li> <li>Project Management</li> <li>Corporate Finance I</li> <li>Selling Financial Services</li> <li>Income Taxation I</li> <li>Law &amp; Business Administration</li> <li>Commercial &amp; Family Law</li> <li>Income Tax Strategies</li> <li>Fundamentals of Derivative Products</li> <li>Human Resource Management</li> <li>Investment Management</li> <li>Personal Risk Management</li> <li>Estate Planning</li> <li>Management Decision Making</li> <li>Multi-Disciplinary Strategic Management</li> <li>Advanced Personal Financial Planning</li> <li>Portfolio Management</li> <li>Small Business Management</li> <li>Liberal studies</li> </ul> <p><b>Business Electives</b></p> <ul style="list-style-type: none"> <li>Mortgage Underwriting &amp; Administration</li> <li>Estate &amp; Trust Administration</li> <li>Innovation &amp; Leadership</li> <li>Corporate Governance</li> </ul>
Pre-entry and pre-graduation work experience	<p>Neither Ryerson nor Athabasca require pre-entry work experience.</p> <p>For the Ryerson degree, students must complete at least one co-op work term in order to graduate.</p>	<p>George Brown does not require pre-entry work experience.</p> <p>George Brown students must complete at least one co-op work term in order to graduate.</p>

Graduate job titles	<p>Graduates of the program will have career opportunities in accounting and financial management, personal financial planning, securities trading, and positions in the insurance, mutual and pension fund, and capital market sectors.</p>	<p>Job titles for graduates of the financial planning major include:</p> <p>Investment and Retirement Planner  Financial Analyst  Senior Fund Analyst  Finance Program Officer  Investment Specialist  Manager – Residential Mortgages  Investment Representative  Financial Planner</p>
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## Attachment 2

**Major:** Accounting

**Institution:** Athabasca University

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Athabasca BCOMM: Accounting Major</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Accounting) Major</b>
Program description	The Accounting Major is designed for students wishing to pursue an accounting career, and offers flexibility and generous transfer arrangements to meet professional accounting association requirements. Students will focus on financial, management and taxation accounting, along with auditing and accounting information systems. Courses in all core business areas are required, including marketing, statistics, financial accounting, management accounting, finance, economics, information systems, strategic management, organization behaviour, and commercial law.	<p>The Bachelor of Applied Business (Financial Services) degree was developed with employers to ensure graduates will have the skills to thrive in today's financial services.</p> <p>The curriculum provides the students with an overview of key business areas of study, including economics, marketing, managing human resources, finance, statistics and qualitative analysis, management accounting, taxation, strategic management as well as business electives and liberal studies to develop additional broad-based skills, knowledge and perspective.</p> <p>The major in accounting provides the students with the opportunity to develop more in-depth knowledge and skills required to be successful in the accounting profession, along with the practical and applied skills and knowledge required by today's employers.</p>
Expectations for graduates	This Accounting Major program offers flexibility and transfer arrangements to meet professional accounting association requirements, including: : CA (Chartered Accountants), CGA (Certified General Accountants), and CMA (Certified Management Accountants). AU's Bachelor of Commerce Accounting Major has been granted accreditation by the CMA. If graduates complete the program with a minimum of 75%, graduates are exempt from writing the CMA Canada Entrance Examination.	<p>Graduates of the accounting major find employment in public accounting companies, banks, insurance companies, mutual fund companies, major corporations and small business or continue with graduate studies.</p> <p>The program also prepares graduates to pursue the following professional paths: Certified General Accountants (CGA), Certified Management Accountants (CMA), Chartered Accountants (CA). George Brown currently has agreements with the CGA and CMA that allow our students directly entry to advanced course levels and entrance exams, and qualifies for 39 CA credit hours.</p>
Program subjects	<p>The program comprises a wide variety of subjects, including:</p> <p>Financial Accounting Financial Mathematics Accounting and Accounting Theory Managerial Accounting Microeconomics Macroeconomics</p>	<p>This program comprises a wide variety of subjects, including:</p> <p>Applied Business Communications I &amp; II Financial Mathematics I &amp; II Macroeconomics Canadian Business Fundamentals Accounting Principles I &amp; II Business and Professional Skills</p>

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Athabasca BCOMM: Accounting Major</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Accounting) Major</b>
	Corporate Finance Statistics Business Information Systems/Accounting Software Auditing Managerial Finance Marketing Taxation Business/Commercial Law Human Resource Management Organizational Behaviour Risk Management Operations Management Leadership and interpersonal skills Strategic Management Business/professional communication skills Liberal studies	Personal Financial Planning Principles Canadian Financial Systems Microeconomics Coop Prep Course Organizational Behaviour Statistical Methods Intermediate Accounting I & II Applied Accounting Software Marketing Management Quantitative Methods Managerial Accounting I & II Data Concepts & Analysis Project Management Corporate Finance I & II Income Taxation I & II Law & Business Administration Accounting Theory Commercial & Family Law Audit Strategies I & II Human Resource Management Advanced Managerial Accounting I & II Advanced Accounting I & II Multi-Disciplinary Strategic Management Operations Management Liberal studies  <b>Business Electives</b> Mortgage Underwriting & Administration Estate & Trust Administration Innovation & Leadership Corporate Governance
Pre-entry and pre-graduation work experience	No pre-entry or pre-graduation work experience is required.	George Brown does not require pre-entry work experience.  George Brown students must complete at least one co-op work term in order to graduate.
Graduate job titles	A list of graduate job titles for all BCOMM majors are listed as follows:  Banking, Credit and other Investment Manager Financial Analyst Financial Manager Financial Officer Government Manager – Economic Analyst Financial Controller	Job titles for graduates of the accounting major include:  Analyst, International Tax Supervisor, Accounts Payable Financial Analyst Client Portfolio Analyst Senior Financial Analyst Financial Officer

### Attachment 3

**Major:** Accounting

**Institution:** Ryerson University

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Ryerson BCOMM (Accounting)</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Accounting) Major</b>
Program description	The Accounting major provides professional education for students wishing to enter the accounting field. In addition, this major offers all of the courses needed to obtain a professional accounting designation, such as Chartered Accountant, Certified General Accountant and Certified Management Accountant. The program maintains a close relationship with all major accounting bodies to ensure that maximum accreditation is granted for courses completed. Studies include computerized accounting, auditing, business law, managerial accounting, taxation, strategic management and business communication.	<p>The Bachelor of Applied Business (Financial Services) degree was developed with employers to ensure graduates will have the skills to thrive in today's financial services.</p> <p>The curriculum provides the students with an overview of key business areas of study, including economics, marketing, managing human resources, finance, statistics and qualitative analysis, management accounting, taxation, strategic management as well as business electives and liberal studies to develop additional broad-based skills, knowledge and perspective.</p> <p>The major in accounting provides students with the opportunity to develop more in-depth knowledge and skills required to be successful in the accounting profession, along with the practical and applied skills and knowledge required by today's employers.</p>
Expectations for graduates	Graduates of the Bachelor of Commerce – Accounting could expect to find employment in areas such as banking, telecommunications, chartered accountancy, government, manufacturing, and the not-for-profit sector. Graduates often start their careers as students-in-accounts or auditing trainees and then progress to positions such as controller, chief financial officer, and partners in public accounting firms. This program offers all of the courses needed to obtain a professional accounting designation, such as Chartered Accountant, Certified General Accountant and Certified Management Accountant.	<p>Graduates of the accounting major find employment in public accounting companies, banks, insurance companies, mutual fund companies, major corporations and small business or continue with graduate studies.</p> <p>The program also prepares graduates to pursue the following professional paths: Certified General Accountants (CGA), Certified Management Accountants (CMA), Chartered Accountants (CA). George Brown currently has agreements with the CGA and CMA that allow our students direct entry to advanced course levels and entrance exams, and qualifies for 39 CA credit hours.</p>
Program subjects	<p>The program comprises a wide variety of subjects, including:</p> <p>Financial Accounting Accounting and Accounting Theory Managerial Accounting</p>	<p>This program comprises a wide variety of subjects, including:</p> <p>Applied Business Communications I &amp; II Financial Mathematics I &amp; II Macroeconomics</p>

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Ryerson BCOMM (Accounting)</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Accounting) Major</b>
	<p>Microeconomics Macroeconomics Statistics Business Information Systems/Accounting Software Auditing Managerial Finance Marketing Taxation Quantitative Methods Business/Commercial Law Human Resource Management Organizational Behaviour Business Career Development Risk Management Operations Management Leadership and interpersonal skills Strategic Management Business/professional communication skills Liberal studies</p>	<p>Canadian Business Fundamentals Accounting Principles I &amp; II Business and Professional Skills Personal Financial Planning Principles Canadian Financial Systems Microeconomics Coop Prep Course Organizational Behaviour Statistical Methods Intermediate Accounting I &amp; II Applied Accounting Software Marketing Management Quantitative Methods Managerial Accounting I &amp; II Data Concepts &amp; Analysis Project Management Corporate Finance I &amp; II Income Taxation I &amp; II Law &amp; Business Administration Accounting Theory Commercial &amp; Family Law Audit Strategies I &amp; II Human Resource Management Advanced Managerial Accounting I &amp; II Advanced Accounting I &amp; II Multi-Disciplinary Strategic Management Operations Management Liberal studies</p> <p><b>Business Electives</b> Mortgage Underwriting &amp; Administration Estate &amp; Trust Administration Innovation &amp; Leadership Corporate Governance</p>
Pre-entry and pre-graduation work experience	<p>Pre-entry work experience not required.</p> <p>Students must complete at least one co-op work term in order to graduate.</p>	<p>George Brown does not require pre-entry work experience.</p> <p>George Brown students must complete at least one co-op work term in order to graduate.</p>
Graduate job titles	<p>Graduates of the program will have career opportunities in positions such as accountant, budget analyst, taxation specialist, auditor, treasurer, controller, chief financial officer, partners in public accounting firms or as a self-employed professional. This program offers all of the courses needed to obtain a professional accounting designation, such as Chartered Accountant, Certified General Accountant and Certified Management Accountant.</p>	<p>Job titles for graduates of the accounting major include:</p> <p>Analyst, International Tax Supervisor, Accounts Payable Financial Analyst Client Portfolio Analyst Senior Financial Analyst Financial Officer</p>



## Attachment 4

**Major:** Accounting

**Institution:** Humber College Institute of Technology & Advanced Learning

The environmental scan identified that Humber College, Toronto, offers a similar undergraduate degree program in accounting. This is a new Humber degree offering for the 2011/2012 fall term, and was recently approved by PEQAB.

<b>BCOMM Program Key Features</b>	<b>Description of BCOMM Key Features Humber BCOMM (Accounting)</b>	<b>Comparison with George Brown's Bachelor of Applied Business (Accounting) Major</b>
Program description	The program examines the theoretical considerations underlying accounting and develops skills in the applied aspects of the profession. Introductory courses provide a fundamental understanding of a variety of business disciplines giving students a sound understanding of business functions and their relationships. This is followed by more in-depth study of accounting. Breadth courses will enrich and extend students' understanding of the professional field. The program emphasizes critical thinking, analytical skills, communications and leadership. Areas of study include: marketing, law, economics, operations management, ethics, human resources management, organizational behaviour, financial accounting, management accounting, financial management, taxation, audit, strategic management, statistics and quantitative analysis.	<p>The Bachelor of Applied Business (Financial Services) degree was developed with employers to ensure graduates will have the skills to thrive in today's financial services.</p> <p>The curriculum provides the students with an overview of key business areas of study, including economics, marketing, managing human resources, finance, statistics and qualitative analysis, management accounting, taxation, strategic management as well as business electives and liberal studies to develop additional broad-based skills, knowledge and perspective.</p> <p>The major in accounting provides students with the opportunity to develop more in-depth knowledge and skills required to be successful in the accounting profession, along with the practical and applied skills and knowledge required by today's employers.</p>
Expectations for graduates	Graduates of the Bachelor of Commerce – Accounting degree program could expect to find employment in public accounting firms, government offices, not-for-profit organizations, major corporations, small businesses, and financial institutions in positions such as accountant, budget analyst, taxation specialist, auditor, treasurer or as a self-employed professional. They could also pursue graduate studies in the same or related fields.	<p>Graduates of the accounting major find employment in public accounting companies, banks, insurance companies, mutual fund companies, major corporations and small business or continue with graduate studies.</p> <p>The program also prepares graduates to pursue the following professional paths: Certified General Accountants (CGA), Certified Management Accountants (CMA), Chartered Accountants (CA).</p> <p>George Brown currently has agreements with the CGA and CMA that allow our students direct entry to advanced course levels and entrance exams, and qualifies for 39 CA credit hours.</p>

Program subjects	<p>The program comprises a wide variety of subjects, including:</p> <ul style="list-style-type: none"> <li>Financial Accounting</li> <li>Accounting Theory</li> <li>Managerial Accounting</li> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Statistics</li> <li>Business Information Systems/Accounting Software</li> <li>Auditing</li> <li>Financial Management</li> <li>Taxation</li> <li>Quantitative Methods</li> <li>E-Business/e-Commerce</li> <li>Business Law</li> <li>Human Resource Management</li> <li>Organizational Behaviour</li> <li>Business Career Development</li> <li>Financial/Risk Management</li> <li>Operations Management</li> <li>Leadership and interpersonal skills</li> <li>Strategic Management</li> <li>Business/professional communication skills</li> <li>Liberal studies</li> </ul>	<p>This program comprises a wide variety of subjects, including:</p> <ul style="list-style-type: none"> <li>Applied Business Communications I &amp; II</li> <li>Financial Mathematics I &amp; II</li> <li>Macroeconomics</li> <li>Canadian Business Fundamentals</li> <li>Accounting Principles I &amp; II</li> <li>Business and Professional Skills</li> <li>Personal Financial Planning Principles</li> <li>Canadian Financial Systems</li> <li>Microeconomics</li> <li>Coop Prep Course</li> <li>Organizational Behaviour</li> <li>Statistical Methods</li> <li>Intermediate Accounting I &amp; II</li> <li>Applied Accounting Software</li> <li>Marketing Management</li> <li>Quantitative Methods</li> <li>Managerial Accounting I &amp; II</li> <li>Data Concepts &amp; Analysis</li> <li>Project Management</li> <li>Corporate Finance I &amp; II</li> <li>Income Taxation I &amp; II</li> <li>Law &amp; Business Administration</li> <li>Accounting Theory</li> <li>Commercial &amp; Family Law</li> <li>Audit Strategies I &amp; II</li> <li>Human Resource Management</li> <li>Advanced Managerial Accounting I &amp; II</li> <li>Advanced Accounting I &amp; II</li> <li>Multi-Disciplinary Strategic Management</li> <li>Operations Management</li> <li>Liberal studies</li> </ul> <p><b>Business Electives</b></p> <ul style="list-style-type: none"> <li>Mortgage Underwriting &amp; Administration</li> <li>Estate &amp; Trust Administration</li> <li>Innovation &amp; Leadership</li> <li>Corporate Governance</li> </ul>
Pre-entry and pre-graduation work experience	<p>Pre-entry work experience not required.</p> <p>Students must complete at least one co-op work term in order to graduate.</p>	<p>George Brown does not require pre-entry work experience.</p> <p>George Brown students must complete at least one co-op work term in order to graduate.</p>
Graduate job titles	<p>Graduates of the program will have career opportunities in positions such as accountant, budget analyst, taxation specialist, auditor, treasurer or as a self-employed professional.</p>	<p>Job titles for graduates of the accounting major include:</p> <ul style="list-style-type: none"> <li>Analyst, International Tax</li> <li>Supervisor, Accounts Payable</li> <li>Financial Analyst</li> <li>Client Portfolio Analyst</li> <li>Senior Financial Analyst</li> <li>Financial Officer</li> </ul>