

# PEQAB

Postsecondary Education Quality Assessment Board  
Commission d'évaluation de la qualité de l'éducation postsecondaire

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October 31, 2007

The Honourable John Milloy  
Minister, Training Colleges and Universities  
3<sup>rd</sup> floor, 900 Bay Street  
Toronto, ON M7A 1L2

Dear Minister:

**Re: Application from Seneca College of Applied Arts and Technology  
Application for Ministerial consent to offer a  
Bachelor of Applied Business (Financial Services Management) program:  
Recommendation to Grant Consent**

Pursuant to section 5(1) of the *Post-secondary Education Choice and Excellence Act, 2000*, on December 21, 2006, Seneca College of Applied Arts and Technology applied to the Minister of Training, Colleges and Universities for consent to continue to offer a Bachelor of Applied Business (Financial Services Management) program, the current consent for which is due to expire on December 31, 2007, and the first cohort for which completed the program in June 2006.

In accordance with section 5.2 of the *Act*, the Minister referred the application on January 26, 2007, to the Board for its review and recommendation. The Board reviewed the application in accordance with its *Handbook for CAAT Renewals, May, 2006*, and gave final consideration to the application at its meeting of October 30, 2007.

Based on:

- the applicant's original submission,
- the report of the assessor appointed by the Board,
- any additional material submitted by the applicant, and
- the Board's assessment of the information against the Board's standards and benchmarks for a bachelor degree in an applied area of study,

the Postsecondary Education Quality Assessment Board recommends that you **grant consent until March 1, 2010**, to Seneca College of Applied Arts and Technology to offer a Bachelor of Applied Business (Financial Services Management), to be abbreviated B.A.B., at its Newham Campus.

Yours truly,



Dale Patterson,  
Chair

cc Postsecondary Education Quality Assessment Board  
Philip Steenkamp, Deputy Minister, MTCU  
Marie-Lison Fougere, Assistant Deputy Minister, Strategic Policy and Programs  
Division, MTCU  
Janet Mason, Assistant Deputy Minister, Postsecondary Education Division,  
MTCU  
Shamira Madhany, Director, Postsecondary Accountability Branch, MTCU  
Naomi Silver, Private Institutions Unit, Postsecondary Accountability Branch,  
MTCU