

SECTION ONE

Program Abstract

The Bachelor of Commerce – Financial Services Management program was designed to give students knowledge and skills of both a theoretical and practical nature to prepare them to work in the financial services sector – in banking, insurance, investment and financial planning.

As evident in the learning outcomes, the development of students' transferable skills is a key component of this program, skills in communication, critical/analytical thinking, numeracy, business technology, and teamwork. Another important element of the program is the development of information literacy and research skills.

The program provides students with pathways to a number of designations and certifications, either through transfer credits or challenge examinations.

As the third largest financial services centre in North America, the Toronto Region provides access to a wide variety of careers for graduates. Students may also elect to go on to further academic study and obtain a Masters of Business Administration or Master of Arts/Master of Science. Seneca has agreements with a number of institutions to facilitate the process. To date, graduates have been accepted into graduate studies at McMaster University, the University of New Brunswick and the London School of Economics.

Academic Course Schedule/Faculty Expertise II

Year and Semester	Course Title	Core Course Hours	Non-core Course Hours	Pre-Requisites	Highest Qualification
Year 1					
Semester 1					
BAB100	Introduction to Canadian Business	42			Ph.D.
BAB110	Financial Mathematics	56			Ph.D.
BAB120	Computer Applications for Business I	56			MBA PMP
BAB140	Introduction to Financial Accounting	56			B.Comm. CA
ENG106	Writing Strategies		42		M.A.
Semester 2					
BAB210	Business Statistics	56		BAB110	Ph.D.
BAB231	Introduction to Business Law	42			LL.M.
BAB235	Introduction to Marketing	42			MBA
BAB240	Management Accounting	56		BAB140	B.Comm. CA
ENG205	Applied Communication for Business		42	ENG106	M.Ed. IFIC CSC
FSM200	Financial Services Products	56			Ph.D.
Semester 3					
FSM305	Insurance Operations	56		FSM200	Ph.D.
FSM330	Insurance Law in Canada	56			JD
FSM341	Mortgage Financing and Consumer Credit	42			MBA
LSP240	Micro Economics: Theory and Practice		42		Ph.D.
LSP300	Organizational Behaviour		42		Ph.D.

LSOXXX	Liberal Studies Option		42		
Semester 4					
FSM400	Accounting and Finance Reporting for Insurance	56			CGA
FSM410	Personal Financial Planning : Investment and Taxation	56			MBA FMA
FSM420	Consumer Protection and Privacy	56		FSM300	JD
FSM440	Customer Service and Relationship Management	42		FSM340	Ph.D.
LSP340	Macro Economics: Theory and practice		42		Ph.D.
LSOXXX	Liberal Studies Option		42		
Semester 5					
FSM430	Economics in the Banking and Insurance Environment	56			Ph.D.
FSM510	Personal Financial Planning: Investment Funds of Canada	56		FSM410	MBA FMA
FSM520	The Business and Regulation of Financial Services	56			MBA
FSM540	Business Finance	56		FSM400	B.Comm. CA
LSP500	Ethics and Social Responsibility		42		Ph.D.
CPP600	Co-Op Professional Practice		28		M.A.
Semester 6					
FSM600	Marketing Insurance	56		FSM200 FSM235	Ph.D.
FSM611	Financial Planning: Insurance, Retirement and Estates	56			MBA
FSM620	E-Business Opportunities in the Financial Industry	42			Ph.D
FSM640	Life Agency	56			CFP, CLU, ChFC, FLMI, TEP
LSP400	Presentation Skills		42		MBA MA
LSOXXX	Liberal Studies Option		42		
Semester 7					
BAB905	Project Management		42	BAB120	B.A.

					MBA (in process)
FSM700	Management Principles and Practices	56		FSM200	Ph.D.
FSM705	Insurance Administration	56		FSM200	JD
FSM710	Investment Strategies I	56		FSM410 FSM510 FSM610	MBA FMA
LSEXXX	Liberal Studies Option				
LSP700	Applied Research Methodology		42		Ph.D.
CPP700	Co-op Integration and Career Planning		14	CPP600	M.A.
Semester 8					
FSM800	Managing for Solvency and profitability	56		FSM200	JD
FSM810	Investment Strategies 2	56		FSM710	MBA FMA
FSM830	Personal Financial Planning Magement	42		FSM710	MBA FMA
FSM840	Conduct and Practices for Investment Advisors	14		FSM710 Co-req, FSM810	MBA
FSM850	Financial Services Contact Centre Management	42			BA MBA (in process)
LSP800	Applied Research Project	56		LSP700	MBA
	Subtotal Course Hours	1694	546		
	Total Course Hours =	2240			