

# BUSINESS ADMINISTRATION – FINANCIAL PLANNING (BAF)

## About the Program

This three-year advanced diploma program prepares you with the knowledge, skills and abilities to work in the business world and financial services industry. To complement the business administration skills you will develop, you will also obtain a specialization in financial planning, one of the fastest growing sectors in Canada. You will be prepared for personal and career success through a broad range of business administration skills, the ability to manage your own personal finances and the capability to provide financial advice to the public.

Part-time option is available > (<http://www.senecapolytechnic.ca/ce/business/finance-insurance/business-admin-financial-planning.html>)

## Credential Awarded

Ontario College Advanced Diploma

## Duration

6 Semesters (3 Years)

## Starts

January, September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

## Skills

Throughout this program you will develop the following skills:

- business administration
- communication
- critical thinking
- cultural awareness
- financial planning competencies
- intrapersonal and interpersonal skills
- project management
- problem solving

## Work Experience

### Optional Work Term

Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The work term(s) is similar in length to an academic semester and typically

involves full-time work hours that may be paid or unpaid. In programs with limited work term opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional work term stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

## Your Career

Graduates of the program can explore the following career options:

- banking and finance specialist
- business administrator
- sales and service associate
- investment representative
- insurance agent/broker
- financial planning support associate

## Professional Certification

Successful completion of this program is the first step in obtaining the following industry certifications and designations that are in high demand:

- Canadian Securities Course (CSC®)
- Certificate in Financial Services Advice (CFSA)
- Personal Financial Planner (PFP®) designation
- Qualified Associate Financial Planner™ (QAFP™) designation
- Certified Financial Planner (CFP®) designation

Students enrolled in this program have the opportunity to complete the Canadian Securities Course (CSC®) (<https://www.csi.ca/en/learning/courses/csc/>) — a prerequisite for employment in many areas of the financial services industry. Successful completion of the Canadian Securities Course and this program will allow students to obtain their Certificate in Financial Services Advice (<https://www.csi.ca/en/learning/certificate-pathways/cfsa/>).

Graduates of this program will be eligible to proceed to the following steps on the pathways to certification:

- step two of three on the pathway to PFP® certification (<https://www.csi.ca/en/learning/designation-pathways/pfp/>)
- step two of five on the pathway to QAFP™ certification (<https://www.fpcanada.ca/students-and-candidates/paths-to-certification/path-to-qafp-certification/#step2>)
- step two of six on the pathway to CFP® certification (<https://www.fpcanada.ca/students-and-candidates/paths-to-certification/direct-path-to-cfp-certification/>)

Pursuing these certifications requires the completion of additional courses, examinations and/or work experience, all of which involve additional costs.

## Accreditation

Accreditation Council for Business Schools and Programs

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
BAM101	Introduction to Business Administration	3
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
MBF100	Mathematics of Business and Finance <sup>1</sup>	3-4
or MBF101	Mathematics of Business and Finance	
PPS100	Professional Presentation Skills	3
SDG101	Introduction to Sustainable Business	3
SMS202	Business Computer Applications	3
<b>Semester 2</b>		
ACC106	Accounting I	3
BAF101	Foundational Financial Planning and Financial Management	3
MRK108	Introduction to Marketing	3
OBR250	Organizational Behaviour	3
SMS310	Data Analysis Tools for Business	3
plus: General Education Course (1)		3
<b>Semester 3</b>		
ACC212	Managerial Accounting	3
CSC101	Canadian Securities Course I	3
EAC594	Business Communication for the Digital Workplace	3
ECN501	Introduction to Principles of Economics - Micro	3
HRA701	Introduction to Human Resources Management	3
plus: General Education Course (1)		3
<b>Semester 4</b>		
CSC102	Canadian Securities Course 2	3
ECN502	Introduction to Principles of Economics - Macro	3
FIS403	Financial Management	3
MAN400	Introduction to Project Management	3
MGS350	Management Studies: Canadian Business Law	3
QNM223	Business Statistics	3
<b>Semester 5</b>		
BAF102	Planning for Retirement, Education and Individuals with a Disability	3
BAF103	Income Tax Planning	3
BAF104	Risk Management and Insurance Planning	3
BAF105	Estate Planning and Legal Aspects	3
BAF106	Investment Planning	3
plus: General Education Course (1)		3
<b>Semester 6</b>		
BAF201	Financial Planning Software	3
BAF202	Financial Planning Behaviour	3
CAP500	Career Planning <sup>**</sup>	1

EQQ501	Emotional Intelligence and the Workplace	3
FCS240	Foundations of Customer Service	3
MGS521	Business Ethics and Values	3
MGS522	Negotiation Strategies for Business	3
WTP100	Work Term Preparation <sup>*</sup>	1
<b>Work-Integrated Learning Term</b>		
BAF331	Business Administration - Financial Planning, Co-op <sup>*</sup>	30

<sup>1</sup> Students will be placed in the appropriate level of mathematics depending on their math skills assessment results. Students who are placed in MTH158 Introduction to Mathematics (Algebra) will be required to complete this course before taking MBF100 Mathematics of Business and Finance.

<sup>\*</sup> Work-Integrated Learning option only

<sup>\*\*</sup> non Work Integrated Learning option only

**Note:** The following course will not fulfill a General Education requirement: ECN550 Economics: An Overview.

## Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Co-ordinate the processing and maintaining of financial records in compliance with relevant policies, procedures and regulations for individuals and/or organizations.
- Co-ordinate the preparation and the presentation of financial information in compliance with relevant legislation and regulations for individuals and/or organizations.
- Analyze financial reports for individuals and/or organizations by applying financial mathematics and statistics.
- Develop and evaluate a financial plan to meet individuals' and/or organizations' needs and objectives.
- Develop, implement, evaluate and co-ordinate marketing strategies to promote financial products and services and to enhance customer service.
- Develop, implement and evaluate strategies to establish and maintain professional networking and business relationships in the finance sector.
- Analyze and evaluate, within a Canadian context, the impact of economic variables, legislation, ethics, technology and the environment on individuals' and/or organizations' operations.
- Develop, implement and evaluate ongoing strategies for personal and professional development, highlighting ethics, values and standards in the finance sector.
- Co-ordinate the planning, implementation, management and evaluation of team projects by applying project management principles.

## Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course
- Mathematics: Grade 12 C or U, or Grade 11 U or M, or equivalent course

Canadian citizens and permanent residents may satisfy the English and/or mathematics requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>).

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/>

[apply/how-to-apply/admission-requirements/english-requirements.html](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html)), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

Last updated: August 5, 2025 at 6:54 p.m.