

HONOURS BACHELOR OF COMMERCE – FINANCIAL PLANNING (CFP)

Important: This program is unavailable for first semester students until further notice. Upper year semesters continue to be offered for degree pathway students. See Pathways (<https://www.senecapolytechnic.ca/programs/fulltime/CFP/pathways.html#menu>) for start term options based on the diploma program you completed. See Related Programs (<https://www.senecapolytechnic.ca/programs/fulltime/CFP.html#related-programs>) for other options to explore.

About the Program

This four-year honours degree program prepares you to become an informed citizen, decision-maker and leader. The program combines a comprehensive curriculum in corporate financial management and personal financial planning with the opportunity to cultivate business acumen, develop human experience skills and build critical thinking, problem-solving and pivoting abilities that are required in an ever-changing world. You will be well-equipped to pursue industry-demanded certifications, pursue further education and/or work in various roles that span public and private enterprises.

Credential Awarded

Honours Bachelor Degree

Duration

8 Semesters (4 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 acumen
- business strategy
- communication
- critical and creative thinking
- cultural awareness
- data analysis
- digital literacy

- financial planning
- information literacy
- intrapersonal and interpersonal skills
- pivoting skills
- problem solving
- project management
- strategic management

Work Experience

Mandatory Degree Co-op

A work experience that includes at least one term in a formal work environment. In most cases the work term(s) is a paid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the co-op work term(s) is required for graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for those participating in the mandatory co-op stream regardless of success in securing a work position.

Your Career

Graduates of the program can explore the following career options:

- business analyst
- business development manager
- financial advisor/planner
- product manager
- sales and service manager
- wealth management professional

Professional Certification

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

- CFA Institute Investment Foundations® program
- 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 CFA Institute Investment Foundations® Program (<https://www.cfainstitute.org/en/programs/investment-foundations/>) — a first step in entering the investment management industry.

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 three 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
Semester 1		
BAB100	Introduction to Canadian Business	3
BAB110	Financial Mathematics	3
BAB120	Computer Applications for Business I	3
BAB140	Introduction to Financial Accounting	3
ENG106	Writing Strategies	3
Semester 2		
BAB210	Business Statistics	3
BAB220	Computer Applications for Business II	3
BAB231	Introduction to Business Law	3
BAB235	Introduction to Marketing	3
BAB240	Management Accounting	3
ENG205	Applied Communication for Business and Industry	3
Semester 3		
CFP101	Foundational Finance Planning and Financial Management	3
CFP102	Planning for Retirement, Education and Individuals with a Disability	3
CFP103	Income Tax Planning	3
CSC101	Canadian Securities Course I	3
LSP240	Micro Economics - Theory and Practice	3
plus: Liberal Studies Course (1)		3
Semester 4		
CFP104	Risk Management and Insurance Planning	3
CFP105	Estate Planning and Legal Aspects	3
CFP106	Investment Planning	3
CSC102	Canadian Securities Course 2	3
LSP340	Macroeconomics - Theory and Practice	3
LSP400	Presentation Skills	3
Semester 5		
BAB905	Project Management	3

CFP201	Financial Planning Software	3
CFP202	Financial Planning Behaviour	3
HST430	Organizational Behaviour	3
IAF330	Finance	3
WTP200	Work Term Preparation	1
Work-Integrated Learning Term		
FSM771	Financial Services Management, Co-op	35
Semester 6		
CFA101	Investment Theory I	3
CFA102	Investment Theory II	3
CFP301	Advanced Financial Planning	3
CFP601	Introduction to Research Methods	3
LSP500	Ethics and Social Responsibility	3
plus: Liberal Studies Course (1)		3
Semester 7		
BMT550	Management for Non-Profit and Social Enterprises	3
BMT780	Contemporary Issues in Management Sustainability	3
CFP401	Introduction to Financial Crime Investigations	3
CFP402	Introduction to Fintech	3
CFP403	Introduction to Data Analytics	3
CFP701	Applied Research Methodology	3
Semester 8		
BMT850	Strategic Management	3
CFP801	Applied Research Project	3
PDP101	Management Skills and Personal Development	3
plus: Liberal Studies Course (1)		3

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting March 20, 2020. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

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:

- Demonstrate knowledge of all major functional areas of business, including organizational behaviour, accounting, human resources, marketing, finance, operations management, and information systems to work effectively as a member of a cross-functional team.
- Apply customer service and emotional intelligence concepts in all client interactions to establish effective working relationships built on trust and rapport.
- Plan and act within applicable laws and regulations, including maintaining currency in the changing legal and regulatory environment

at federal and provincial levels, basic contract law, civil law, privacy laws, and charter law to ensure all work is completed in an ethical and legal fashion.

- Demonstrate research skills to evaluate the performance of financial products, investigate regulations and acts, gather information for planning purposes, and determine product availability, as required in a variety of employment situations.
- Accurately assess financial services investment products, including mutual funds, securities, annuities, and government investment products to provide accurate and relevant advice to clients.
- Apply knowledge of insurance products, including life, disability, group, critical illness accident and sickness, long term care, and business continuation insurance to meet the needs of clients, as appropriate.
- Assess client needs including retirement, tax and estate planning, wealth creation, and risk tolerance, and synthesize this information to prepare accurate and effective financial plans to meet the client's circumstances.
- Demonstrate thorough knowledge of marketing in insurance and financial services industries to identify target markets, develop contact management strategies, assess client needs, compare niche products, and differentiate distribution methods.
- Employ financial mathematics skills and concepts to prepare risk assessments, evaluate financial products, develop investment, insurance, retirement and estate plans, and conduct agent responsibilities.
- Demonstrate essential employability skills such as communication (reading, writing, listening and speaking); intra- and interpersonal (the ability to work independently and as an effective team member); critical thinking and problem solving; and information and technical literacy.
- Develop an appreciation of the concepts and values necessary to enhance one's quality of life and to encourage lifelong learning, including professional development, through an exploration of topics in the areas of aesthetics, civic life, culture, personal development, society, work, and science and technology.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%,

or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).

- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 ENG4U
 - Mathematics: any Grade 12 U

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their 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>), 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.