

FINANCIAL SERVICES – CLIENT SERVICES (FSA)

About the Program

This two-year diploma program prepares you for entry-level roles on the front line of the financial services industry.

You will learn fundamental business principles and practices that will allow you to provide financial advice related to day-to-day banking, credit and mutual fund investments. You will have the opportunity to complete industry-demanded courses that will open career opportunities in the investment and property and casualty insurance industries. In addition to the customer service training that you will receive as part of this program, you will choose further courses in one of four areas (emotional intelligence, business ethics, negotiation strategies, or intercultural behaviour and communication) to enhance your professional skills.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

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
- computer literacy
- customer service
- negotiation
- presentation skills
- problem solving
- relationship building

Your Career

Graduates of the program can explore the following career options:

- client service associate
- customer experience associate
- personal banking associate
- inbound and outbound call centre officers

- personal banking associate
- financial services representative

Professional Certification

As a successful graduate of this program, you will be eligible to:

- complete the Canadian Investment Funds Course (CIFIC®) and meet the proficiency requirement for mutual fund licensing
- complete the Insurance Institute Principles and Practice of Insurance Course, the stepping stone to the Chartered Insurance Professional (CIP®) designation

Pursuing these certifications requires additional examinations, 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		
BAM101	Introduction to Business Administration	3
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
MBF100 or MBF101	Mathematics of Business and Finance ¹ Mathematics of Business and Finance	3
PPS100	Professional Presentation Skills	3
SDG101	Introduction to Sustainable Business	3
SMS202	Business Computer Applications	3
Semester 2		
ACC106	Accounting I	3
FSA101	Day-to-Day Banking, Credit and Compliance	4
MRK108	Introduction to Marketing	3
OBR250	Organizational Behaviour	3
SMS310	Data Analysis Tools for Business	3
plus: General Education Course (1)		3
Semester 3		
ACC212	Managerial Accounting	3
CIP011	Principles and Practices of Insurance	3
EAC594	Business Communication for the Digital Workplace	3
ECN501	Introduction to Principles of Economics - Micro	3
HRA701	Introduction to Human Resources Management	3
RFC128	Canadian Investment Funds	3
plus: General Education Course (1)		3
Semester 4		
CAP500	Career Planning	1

ECN502	Introduction to Principles of Economics - Macro	3
FCS240	Foundations of Customer Service	3
FSA102	Front-Line and Call Centre Operations	4
MGS350	Management Studies: Canadian Business Law	3
plus: General Education Course (1)		3
plus: Professional Options (2)		

Professional Options

Course Code	Course Name	Weekly Hours
EQQ501	Emotional Intelligence and the Workplace	3
MGS521	Business Ethics and Values	3
MGS522	Negotiation Strategies for Business	3
SOC270	Interpersonal and Intercultural Communications	3

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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.

² This course will not fulfil a General Education requirement.

Note: The following course will also not fulfil 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:

- Develop and implement financial strategies to meet the clients' objectives, needs, and values through the collection, analysis, and synthesis of information and products.
- Integrate insurance solutions into financial services processes based on knowledge, application, and evaluation of products, policies, procedures, and government laws and regulations.
- Conduct all work in an ethical manner and consistent with industry standards.
- Integrate strategies within the financial planning process for the incorporation and management of a portfolio of investments based on the client's objectives, needs, values and best interests.
- Provide professional service to the client that integrates appropriate disclosure of information in a manner that is transparent to the client, and contributes to a positive, interactive relationship.
- Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.
- Discuss the economic, social, political, and cultural variables which impact on a business.

- Compare and contrast the functions, roles, regulations and operation of the Canadian financial services industry (insurance, banks, investment, dealers, trust companies, fund management, etc.).
- Outline the roles, functions and interdependent nature of the main business functions of financial services organizations including marketing, accounting, finance, operations, information technology and human resources.
- Analyze the importance of the call centre in the financial services sector.
- Apply call centre technology (hardware and software) to practical situations in the banking, life insurance or investments sectors, focusing on client service/customer satisfaction.
- Outline the nature and function of the mortgage brokerage industry, including the legislation covering the industry, and the role of the mortgage agent in the mortgage application and consumer protection process.

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>), 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/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<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.