

history with basic theory students will better understand current practices and new directions in the Canadian financial industry.

ENGL337 - College English and Communication III

This course is designed to expose students to communication theory (organizational, electronic, cross cultural, and interpersonal); to give students practice in workplace writing; to prepare students for the researching, logical shaping, writing and documenting of a formal report; to equip students for the employment search, with emphasis on the written elements; to build skills of oral communication with emphasis on informative presentation. Assignments may vary according to the program and/or schools.

ENGL413 - Business Communication and Formal Report

ENGL413 assists students to develop general business communication skills (both written and interpersonal); reviews sophisticated patterns of logic and their application; offers guidance in tutorial sessions as students write and edit a major formal report; equips students to arrange for guest lecturers who are professionals in the programme field; and, finally, helps students continue to build skills of persuasive oral communication.

FNCE100 - Finance I

A general education course developed to provide students with the fundamentals of personal financial management so that students can make the best use of the financial and human capital resources available to them over their lifetime.

FNCE309 - Investment in Canada

This Canadian Securities Course (TM) is a vocational accreditation course, one of the qualifications for anyone to be licensed by the Ontario Securities Commission. A securities license is required by anyone whose occupation involves agency sales or administration of publically distributed securities including stocks, bonds, units, and mutual funds. Additional courses will be required to trade in derivatives on behalf of clients.

FNCE311 - Individual Taxation

This is a vocational preparation course and has been designed as an introduction to the Federal Income Tax Act. Upon completion, the student should have a basic understanding of the income tax system as it applies to individuals resident in Canada and be able to complete a basic personal income tax return.

FNCE369 - Wealth Accumulation

This is a vocational accreditation course offered by the Canadian Association of Insurance and Financial Advisors (CAIFA) towards the Certified Financial Planner (CFP) designation. This course is intended to provide the financial planner with an analysis of the complexities and challenges facing the individual investor in building and maintaining personal wealth. Equivalent to CAIFA course CFP202.

FNCE409 - Investment Management

This vocational accreditation course is the continuation of the Canadian Securities Course introduced in FNCE309 and will focus on equity and debt securities, derivatives, mutual funds, stock exchange operations, market efficiency, security clearing, trading

and distribution, technical and fundamental research, financial industry regulation, investment theory and quantitative methods.

FNCE419 - Retirement Planning

This course provides a detailed look at the many sources of retirement income available to Canadians and how individuals can plan for their retirement, considering income needs, alternative savings/retirement income vehicles and taxation issues. The course discusses how the financial planner can provide assistance to clients in retirement planning. Equivalent to CAIFA Course 203.

INSR425 - Life Insurance

A vocational preparatory licensing course offered by the Canadian Association of Insurance and Financial Advisors (CAIFA) towards meeting government licensing requirements for individuals who wish to sell life insurance products to the Canadian public. Equivalent to CAIFA courses 951W and 952W.

LAWS461 - Ethics and Law

This course will explore various issues of ethics as they arise in a business law context. The course covers legal topics in which these ethical issues arise including the legal system, tort law, corporate and partnership law, contract law and sale of goods legislation.

MATH465 - Financial Mathematics

This course explains the time value of money calculations used in Mathematics of Finance. It covers topics such as simple interest, compound interest, annuities-simple and general, bonds and cost-benefit analysis.

MGMT456 - Human Relations in the Workplace

This course provides the student with both cognitive and behavioural concepts, approaches, and tools needed to work more effectively in today's organization. Experiential exercises, and theory-practice links using real-life examples, develop the student's problem-solving and decision-making skills. Emerging organizational concepts, trends and issues such as change management, global diversity, team/employee involvement, leadership and ethics are analyzed.

MKTG200 - Introduction to Marketing I

As the world moves through the 1990's the analysis, planning, and implementation of effective marketing strategies will be essential to the successful performance of business and other organizations. The purpose of basic marketing is to offer a challenging, complete, interesting and current examination of introductory marketing, attuned to the needs and preferences of instructors and students.

MKTG478 - Sales and Service

This course introduces students to the principles of good salesmanship and customer service. Students will observe, review and demonstrate skills such as:

- developing and maintaining relationships with customers
- becoming aware of buyer behaviour
- developing good communication and persuasion techniques
- planning, organizing and making an effective sales presentation

MTHM200 - Statistics

This course is designed to provide students with an understanding of statistics. It includes descriptive statistics; index numbers; regression analysis; probabilities and distributions; sampling; statistical estimation; hypotheses testing and related Excel applications.

Application Procedure

In order to apply for admission to this program an applicant must complete an "Application for Admission to Ontario Colleges of Applied Arts and Technology" form and submit this form to the:

Ontario College Application Services
P.O. Box 810, Guelph, Ontario, N1H 6M4
1-888-892-2228

Application Forms and Applicant Guidebooks are available at Ontario Secondary Schools, at Ontario Colleges of Applied Arts and Technology and at the Ontario College Application Services office.

Admission to the College

Complete information concerning admission to programs at Fanshawe College may be found in the Central Admission Publication located in the Office of the Registrar, Fanshawe College.

The College reserves the right to make changes in the information in this brochure without prior notice.

The College reserves the right to cancel a program, a program major or option, or a course, and to change the location and term in which programs/courses are offered because of insufficient registrations or for other budgetary reasons.

Fanshawe College

Fanshawe College is one of the largest colleges in Ontario with campuses in London, St. Thomas, Simcoe and Woodstock. Fanshawe prides itself on its modern methods and up-to-date technology that provide students with a solid education.

With over one-third of its full-time post-secondary programs combining on-the-job training with in-college study, Fanshawe is recognized as a leader in the field of co-operative education.

In addition to offering post-secondary programs in Applied Arts and Business, Health Sciences and Human Services and Technology, Fanshawe provides other educational programs such as Adult Training, Apprenticeship, and Continuing Education.

This brochure is available in alternative formats, upon request, for persons with disabilities.

For further information on admission and registration, contact:
Office of the Registrar, (519) 452-4277

For further specific program information, contact:
Business Studies Division, (519) 452-4290

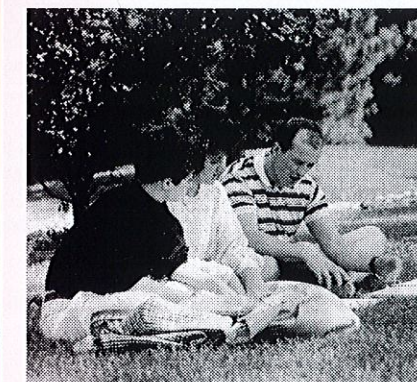
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Fanshawe

COLLEGE

Financial Services



FANSHAWE
COLLEGE

*Community Driven . . .
Student Focused*

Financial Services

A Co-Operative Education Program (Optional)
 A Two Year Diploma Program
 Program Code: BFN2 Campus Code: LC
 LC: September/January Admission
 WC: September Admission

NOTE: The first level of this program is offered both at the Oxford Street Campus in London (Campus Code: LC) and at the Woodstock Campus in Woodstock (Campus Code: WC). The second, third and fourth levels of this program are offered ONLY at the Oxford Street Campus and NOT at the Woodstock Campus.

The Financial Services program is designed to prepare students for careers in the financial services sector which includes banking, trust, insurance, investment, and financial planning. The program follows the first level of Basic Business or Business-Marketing with three levels which include five professional institute courses in financial planning, insurance, and investments. Students can attempt the institute final examinations to acquire the professional designation. Additional courses in computer applications, money and banking, financial mathematics, taxation, communications, selling, human resource management and law provide an excellent knowledge base and skill-set for all financial service occupations.

Career Opportunities

Positions in the financial services industry with banks, insurance companies, trust companies, credit unions, brokerages and agency investment sales firms as well as progress towards self employment as a Certified Financial Planner or as an independent insurance or investment sales agent.

BBS11	Level 1	Hrs/Wk
ACCT100	Principles of Accounting I	5.0
COMM101	Business Communication	3.0
COPT151	Computer Applications Level I	3.0
ECON108	Economics I	3.0
MKTG200	Introduction to Marketing I	3.0
MTHM200	Statistics	4.0

BBS12	Level 2	Hrs/Wk
ACCT206	Principles of Accounting II	5.0
BSNS220	Introduction to Business Processes	3.0
COMM270	Contemporary Principles of Communication	3.0
COPT251	Computer Applications Level II	3.0
ECON208	Economics II	3.0
FNCE100	Finance I	3.0

BFN23	Level 3	Hrs/Wk
ECON420	Money and Banking	3.0
ENGL337	College English and Communication III	3.0
FNCE309	Investment in Canada	3.0
FNCE311	Individual Taxation	4.0
LAWS461	Ethics and Law	3.0
MATH465	Financial Mathematics	4.0
MGMT456	Human Relations in the Workplace	3.0

BFN24	Level 4	Hrs/Wk
ENGL413	Business Communication & Formal Report	3.0
FNCE369	Wealth Accumulation	3.0
FNCE409	Investment Management	3.0
FNCE419	Retirement Planning	4.0
INSR425	Life Insurance	3.0
LAWS461	Ethics and Law	3.0
MKTG478	Sales and Service	3.0

Notes:

- Students entering the first level in January who wish to proceed to the Financial Services program should arrange a meeting with the Program Co-ordinator to discuss options for progression through the program.
- Successful completion of the first level with no failure in any course will normally lead to the second level Financial Services program (for students who have indicated Financial Services as their first choice program). The College cannot guarantee, however, that the necessary resources will be available to permit all students who meet this standard to proceed to the Financial Services program. It may be necessary for some students to be placed in the second level common to most Business programs and then to proceed to their second or third choice program for second year.

Program Eligibility Criteria Required Academic Preparation

OSSD with courses at the General Level with:

- Grade 12 English
- Grade 12 Mathematics*

Or

BTSD-Level 4 Certificate

Or

Ontario High School Equivalency Certificate (GED) and:

- Grade 12 Mathematics*

Or

Mature applicant with standing in the required courses stated above

Notes:

- *The following mathematics courses meet the entrance requirements:
 - Grade 12 Mathematics for Business and Consumers
 - Grade 12 Mathematics for Technology
 - Grade 12 Mathematics, Advanced
 - OAC Finite Mathematics
- Applicants who do not have standing in Grade 12 Mathematics may still gain eligibility for admission by completing the pre-admission mathematics testing and upgrading offered by Fanshawe College.

Recommended Academic Preparation

- Grade 12 English, Advanced

Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:

- Preference for Permanent Residents of Ontario.
- Receipt of Application by February 1st.

- Achievement in the required academic preparation
- Achievement in the recommended academic preparation.

Other Information

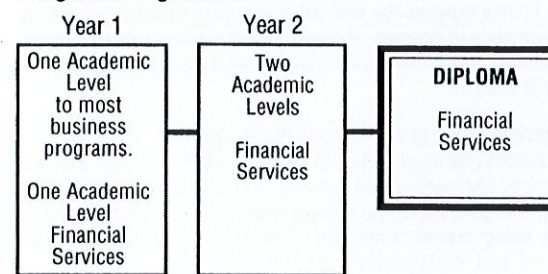
- Graduates of this program may be eligible for admission to the 20-25 course Post-Diploma Bachelor of Management program at the University of Lethbridge, Alberta.
- Graduate of this program have direct transferability of at least 51 credits to the Bachelor of General Studies (Applied) program at Athabasca University.
- Graduate of this program have direct transferability of at least 33 credits to the Bachelor of Commerce program at Athabasca University.
- Graduate of this program have direct transferability of at least 54 credits to the Bachelor of Administration Post-Diploma program at Athabasca University.

Approximate Costs (1999/2000)

Fees for:	Levels 1 & 2	Levels 3 & 4
	\$2100.30*	\$2100.30*
Books and Supplies:	\$1110.00	\$1861.00

*additional fees are required for the co-op option

Program Progression



Course Descriptions

ACCT100 - Principles of Accounting I

The course introduces the student to the subject of Accounting and is designed to take them through the accounting bookkeeping cycle, including knowledge of:

- how to analyse and record business transactions
- the effect of transactions on financial statements
- the use of special journals and subsidiary ledgers
- adjusting and closing entries and preparation of financial statements

ACCT206 - Principles of Accounting II

Continuation of the study of Financial Accounting at an introductory level. Students will cover additional material related to:

- asset, liability, and owner's equity accounts
- accounting for proprietorships, partnerships, and corporations
- accounting for service and merchandising business
- uses of Financial Statements including Balance Sheet, Income Statement.

BSNS220 - Introduction to Business Processes

Introduces students in first year Basic Business to how businesses operate in Canada and how the four functional areas of business - operations, marketing, finance/accounting and human resource management - interrelate. As well, the course will cover how business in Canada compares to business systems in other countries; how to start a small business; how to manage, control and organize a business; and how Canadian businesses interact with labour unions, governments, society and businesses in other countries.

COMM101 - Business Communication

This course is designed to establish a foundation for business communication by the development of writing, editing, reading and basic computer skills. The student will plan, write, edit and format material for production of work-related documents such as letters, memos, and short reports.

COMM270 - Contemporary Principles of Communication

This course enables the student to summarize, evaluate and compare current business-related literature and media offerings. Also the student will inform and persuade a varied audience using critical arguments in both oral and written formats.

COPT151 - Computer Applications Level I

Students will be introduced to software applications used in the workplace. The fundamentals of the Windows NT operating system, Microsoft Word, Microsoft Excel, Internet Explorer, and e-mail are introduced.

COPT251 - Computer Applications Level II

Students will continue their exploration of common software applications on the microcomputer. The fundamentals of Microsoft Access and Microsoft PowerPoint are introduced. Integrating data among the various Microsoft Office applications is also examined to eliminate duplication of data.

ECON108 - Economics I

A vocational preparation course which covers a broad curriculum of microeconomic principles. Students will learn the foundations of economic choice, market pricing, consumer behaviour, business decision making, market structure and policy development in a small open economy like Canada. Students will be able to apply this knowledge in all business occupations and in a personal context when making decisions in a complex and ever changing economic environment.

ECON208 - Economics II

This general education course will cover a broad curriculum of macroeconomic principles. In presentation of each topic, a deliberate effort will be made to demonstrate how macroeconomic conditions can directly influence the operations and decision process of business firms. Relevant examples are offered to illustrate how knowledge of macroeconomics can be applied in business.

ECON420 - Money and Banking

For students entering occupations related to finance and financial services this course provides an in depth examination of banks and other financial institutions and focuses on the importance of money to macroeconomic stability and growth. By blending monetary