



FANSHAWE  
COLLEGE

# Business Studies

[www.fanshawec.ca/business](http://www.fanshawec.ca/business)

*We Mean Business*





## Practical business skills for career success

If a career in business is in your future, Fanshawe College has a program to give you the solid grounding and practical skills you'll need for a strong start. Whether you are looking for a path to a first job, a new career, or just to expand your skills, Fanshawe has programs that cover a wide range of business careers from Office Administration, Purchasing, Law Clerk and Marketing, to Financial Planning, Insurance, Human Resources and Accounting.

Many Fanshawe business programs share a common first semester curriculum that stresses basic business principles. You'll be exposed to courses that extend across the business world, preparing you to focus on a specific area of study. As you progress you'll integrate classroom lessons with the opportunity to test what you've learned by working alone or in groups on case studies.

If you are unsure of what area of business interests you most, consider Fanshawe's general Business program. This program is an excellent way to fully explore your potential and open doors to a variety of careers.

## Flexible learning options

Many Fanshawe business programs offer an optional co-op placement, allowing you to earn as you learn and gain practical experience. Fanshawe has strong relationships with many industry partners eager to hire conscientious students.

Many programs offer two admissions each year, in September and January. Some, such as the two-year Business program, offer a flexible course of study so you can tailor your education to suit your personal career goals.

## Keys to success

In today's automated office environment, you'll need solid computer skills. As part of every Fanshawe Business program, you'll have the chance to learn the latest office technology. While computer skills are critical, it is teamwork that drives the success of most businesses. That means your strong communication and interpersonal skills will be essential, along with an understanding that it takes hard work to succeed in a business career.

Because the business world is changing all the time, adaptability and a love for life-long learning will ensure you are ready to take on new challenges as your job responsibilities increase.

## Preparation for professional accreditation

Fanshawe business students graduate with relevant and valued business skills. You'll be well prepared to enter the competitive business world and, if you wish, to take the next steps toward professional accreditation in your chosen field. Most Fanshawe business programs work closely with a corresponding professional association to ensure that Fanshawe's curriculum meets industry standards. Fanshawe program credits often count toward professional accreditation. Our first rate faculty is made up of many seasoned business professionals who will share their experiences and help you as you prepare to write professional exams.

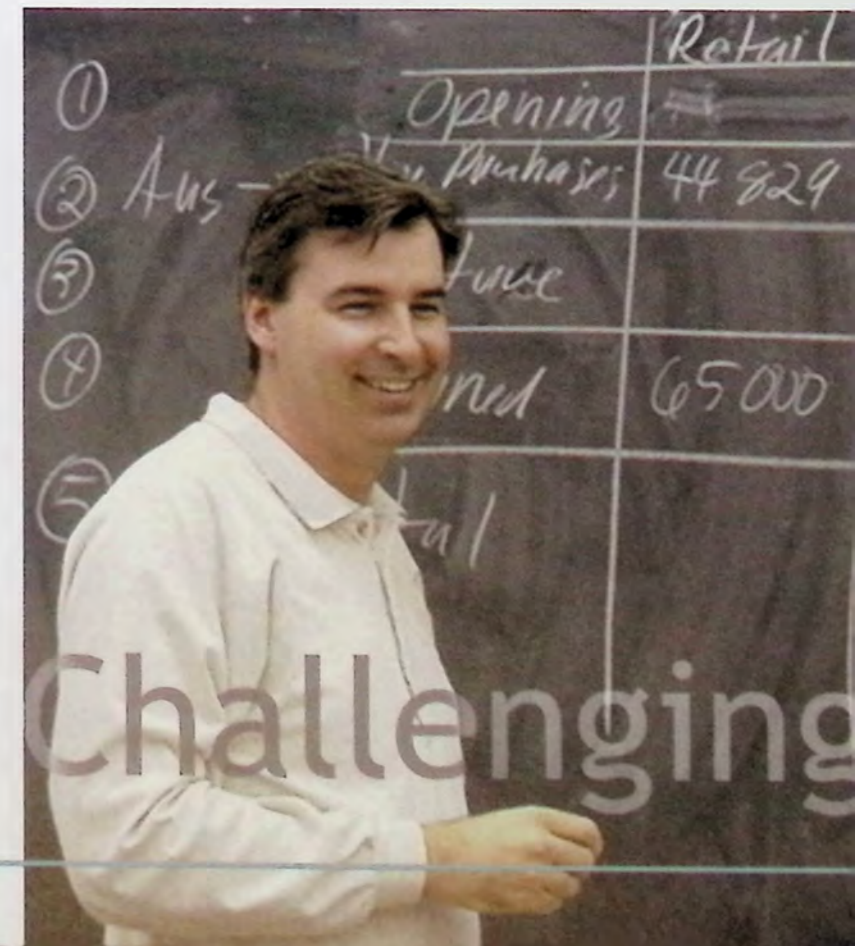
## Business opportunities for today and the future

Employment opportunities for Fanshawe business grads exist at the entry level in many fields of industry, government, small business, non-profit organizations, investment and retailing. Our best graduates quickly climb the ladder that brings increased responsibility and greater financial rewards. Many of Fanshawe's business grads are successful entrepreneurs. Whatever path you take, the leadership and teamwork skills you develop in your time at Fanshawe will be useful throughout your career.

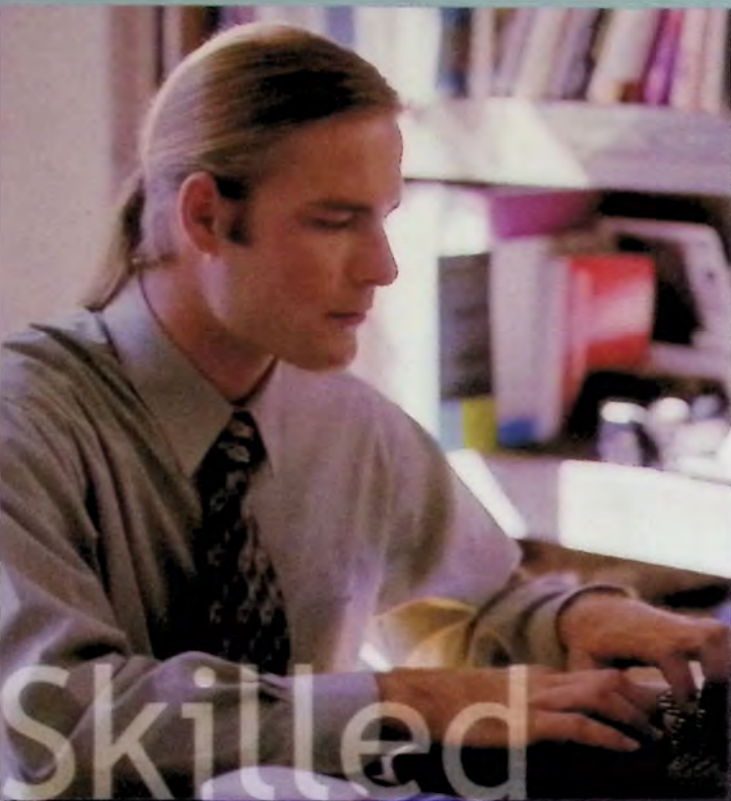
## A great place to learn

Fanshawe College is a great place to learn about the business world, and about yourself. You'll enjoy Fanshawe's sense of community, take advantage of sporting and social events and you may wish to consider the option of residence living at the London campus.

The city of London is where many successful businesses, such as Labatt and Canada Trust got their start. It's also a great place to begin your journey to success in a business career for today and the future! Fanshawe's Woodstock campus is a great choice for students looking for a more intimate setting and smaller class sizes.



# Challenging



## Business

*(2-year Ontario College Diploma, London, Woodstock)*

It takes a broad set of skills and knowledge to get ahead in today's business world.

Fanshawe's two-year Business program is intended to give you that important general business know-how, but also to allow you the flexibility to choose and align courses to best achieve your personal career goals.

You'll complete a foundation semester, and be expected to meet learning outcomes in a number of mandatory courses, and then select from a variety of skill areas including computer technology. Your good communication, writing, math, concentration and study skills will be needed as you learn how to solve business problems and work effectively as a member of a team. You may also tackle challenging case studies so you have the opportunity to apply what you have learned.

The broad-based education will give you the practical skills you need to accept an entry-level position in business or industry, in government or in not-for-profit agencies. Students who graduate can begin their working career or transfer into another of Fanshawe's business programs, and earn a second diploma.

Whether your goal is to work for a large employer, a small family-run business, or to start your own company, Fanshawe's Business program will allow you to explore your potential and prepare you for the realities of an exciting and changing business world.

## Business - Accounting

*(2-year Ontario College Diploma, optional co-op, London)*

Fanshawe's two-year program in Business - Accounting is designed to prepare you to work in an accounting environment at the intermediate level. It offers two admissions a year and a co-op option to allow you to gain experience while working.

The workload is heavy, but for those who are ready to give it all they've got, the rewards are great. You'll learn the basics of the business world in the first semester and then quickly get down to studying detailed accounting principles and concepts.

Whether you hope to work directly with clients, or prefer spending your days on a computer, there are jobs to suit your desires and skills.

Graduates of Fanshawe's Business - Accounting program find employment in business, industry and government. Graduates have the opportunity to earn seven credits toward a Certified General Accountant (CGA) designation, may transfer to the third year of Fanshawe's Business - Administration Accounting program, or transfer credits to degree programs at a number of universities.

## Business Administration - Accounting

*(3-year Ontario College Advanced Diploma, optional co-op, London)*

Quite simply, Fanshawe College is the faster way to becoming a Certified General Accountant (CGA). Accounting is a career that can take you to the top. Professional accountants are in high demand at every level of management in most top firms, and a CGA designation can give you a distinct edge.

In Fanshawe's Business Administration-Accounting program, you will have the opportunity to earn thirteen of eighteen credits needed to obtain a CGA designation in just three years and four months. The CGA educational program outside the college takes a minimum of six years.

Fanshawe's program is less expensive than pursuing the designation through CGA, offers a lower student to teacher ratio, and employs excellent instructors to lead you through a challenging program.

Fanshawe's program of professional studies will give you the knowledge and skills to succeed, and we'll prepare you to write the exams required to achieve professional designation. No matter where in the business world that your career takes you, that designation tells employers you have the skills, dedication and integrity to be a leader.

## Business - Human Resources

*(2-year Ontario College Diploma, Woodstock)*

There has seldom been a better time to consider a career in Human Resources. A growing recognition of the importance of HR planning and management, and a growing need for HR professionals makes Fanshawe's Human Resources program an excellent choice.

At Fanshawe's friendly Woodstock campus, you'll spend time learning business basics such as accounting, communications and computer applications, then delve into the world of HR as you study labour relations, benefits, payroll, and develop management skills. In our program, as in the business world, you'll have to meet deadlines and keep up with a workload that can be heavy at times.

Fanshawe HR students enlist and work with a business mentor to see human resource professionals at work, and develop an impressive portfolio that makes their job search easier. Our graduates are in demand for jobs in recruiting, payroll administration, compensation and benefits, training and development and as HR assistants.

## Business - Insurance

*(2-year Ontario College Diploma, London)*

As the general insurance industry in Canada continues to grow, the need for skilled insurance professionals is on the rise. Graduates of Fanshawe's Insurance program are in high demand, and Fanshawe College offers one of only two insurance programs in Ontario.



At Fanshawe, you'll learn the skills to be a problem solver, so students who enjoy investigation, analysis and even studying contracts will experience the greatest success. But an insurance professional must also be a "people person" who understands customer satisfaction and looks forward to helping people, often in times of trouble. At Fanshawe, you may be able to complete eight of ten credits toward your Chartered Insurance Professional (CIP) designation from the Insurance Institute of Canada and we'll help you prepare to write the national exams.

Our graduates can be found working in many areas of insurance such as underwriting, claims adjusting, brokerage services and risk management.

## Business - Marketing

*(2-year Ontario College Diploma, optional co-op, London)*

and

## Business Administration - Marketing

*(3-year Ontario College Advanced Diploma, optional co-op, London)*

If you are a person who can think outside the box, has a "can-do" attitude, as well as superior communication and interpersonal skills, Fanshawe College can open the door to a career in the fast-paced and competitive world of marketing. Fanshawe offers a 2-year diploma program in Business-Marketing, and you may add a third year to achieve your diploma in Business Administration-Marketing. Fanshawe's Marketing program offers great flexibility, with September or January admission and a co-op option in the first two years.

Marketing is often associated with advertising and promotion, but it is much more than that. Marketing is a broad set of decisions that must be made about a product or service, from design and production to distribution, advertising, sales and even maintenance. It is marketing plans that most often determine the success of a product.

Students will study a wide range of courses and learn how marketing activities interrelate with other functional areas in an organization. Students are expected to conduct research; write proposals and recommendations; make presentations; and interact effectively with others in group assignments. Fanshawe offers a superior opportunity to use cutting edge information technology to build the professional skills needed in today's business environment.

Throughout the program, you'll gain competence through course work and case

studies that will challenge your communication, problem-solving and critical decision-making skills. By the third year you'll be working with clients to solve real corporate marketing challenges that will allow you to network and build contacts for future employment opportunities.

Our graduates are in great demand. Fanshawe's marketing grads choose from an extensive and diverse range of jobs in public relations, advertising, retail marketing, sales promotions, event planning, market research and more. For those with the "right stuff", it's a world that holds endless possibilities for promotion and success.

## Business - Purchasing

*(2-year Ontario College Diploma, optional co-op, London)*

Imagine a job that pays you to spend a million dollars! A career in purchasing means the power and responsibility to make spending decisions that have a huge impact on a company's bottom line. Purchasing professionals work in all kinds of businesses and institutions. They evaluate needs, negotiate and award contracts and determine purchasing policies.

Fanshawe's Business-Purchasing program can prepare you for this challenging and satisfying career, and put you on the fast track to earning a Certified Professional Purchaser (C.P.P.) designation from the Purchasing Management Association of Canada. You'll sharpen your computer, communication, analytical and

negotiating skills. From sourcing materials and arranging transportation and storage to inventory and quality control, Fanshawe will give you the tools you need and help you find that first job.

Purchasing professionals who can find cost savings for companies are in high demand in this growing field, and purchasing jobs often remain secure, even in tough economic times.

If you're looking for a job that offers the satisfaction of knowing you are making a difference and if the idea of getting paid to spend money appeals to you, let the Fanshawe College Business-Purchasing program open a door for you.

## Financial Planning Services

*(2-year Ontario College Diploma, optional co-op, London)*

If the challenge and excitement of the financial markets and wealth accumulation interests you, then consider the Fanshawe Financial Planning Services program. At Fanshawe, you'll develop the theoretical and practical skills you'll need to work in the financial services sector. There are countless job opportunities for our graduates, from a customer service officer or wealth manager in a bank, to a discount broker or independent financial planner.

You'll learn to work with clients, evaluating needs and offering advice on personal financial management, tax and retirement planning, insurance, investment and estate planning. An optional co-op placement offers students work experiences that build their resume, their network and their confidence.

Graduates who achieve a minimum grade in core courses and in the program overall may be eligible to write the Certified Financial Planner™ (CFP™) examination, a prerequisite to earning their CFP designation. This is the most widely accepted designation for financial planners in the world.

Your problem-solving skills, aptitude for financial analysis, personal self-confidence and competence in communication and marketing will help you be successful.

Financial Services is the third largest sector in the Canadian economy, and the demand for financial planning services is growing as the population ages and depends more on investment incomes. Let Fanshawe College put you on the road to a career that offers an opportunity to help people and earn above average income.



If you are fascinated by the law, want to know how things work, appreciate flexible co-operative learning options and value diverse career opportunities, join us in Fanshawe's Law Clerk program.

## Office Administration – Executive

*(2-year Ontario College Diploma, London)*

Business requires great communicators and problem-solvers. Graduates of Fanshawe's Office Administration - Executive program have mastered the skills that lead to positions of increasing responsibility in the office environment. They have a "can-do" attitude as well as excellent comprehension and writing skills.

This professional two-year diploma program will give you a solid foundation in business operations. You will develop skills to the expert level in computer applications. Through the use of projects and cases, you will face increasing challenges to test your abilities in organization, decision-making, and project completion.

With an emphasis on practical skills and leadership, this program offers career-minded individuals the opportunity to develop their administrative skills. Graduates possess the ability to oversee budgets, supervise and train others, organize meetings, perform research, and present reports. Let Fanshawe be your starting point for a career in office management!

## Office Administration - General

*(1-year Ontario College Certificate, London)*

In today's high-pressure business environment, the up-to-date skills of a proficient office administrator are vital. Fanshawe's Office Administration-General program provides an opportunity to develop those skills using the latest computer applications.

If you have the desire, this one-year certificate program will give you the skills you need in computer applications, accounting, office procedures, and communications. You will work independently and as part of a team, reinforcing excellent interpersonal skills.

Graduates of Fanshawe's Office Administration - General program are capable of pursuing job opportunities as receptionists, accounting clerks, customer service representatives, and administrative assistants. This program can open the door to your business career!

## Law Clerk

*(2-year Ontario College Diploma, optional co-op, London)*

Fanshawe's Law Clerk program is designed to provide you with the solid grounding in business law combined with the practical law clerk/paralegal training that you will need to enter the diverse, fast-paced, ever-changing field of law. As a graduate of the Law Clerk program, you will work as part of a team in law firms, corporate legal departments, financial institutions, insurance companies, legal technology providers, title insurance companies and Federal, Provincial and Municipal Governments. Law clerks/paralegals also appear as agents in Small Claims Court and Provincial Offences Court as well as Government Boards and Tribunals. Depending upon your choice of career path, you could find yourself preparing trial documentation, interviewing witnesses, arranging trial dates and adjournments, drafting corporate/commercial documentation, completing Family Law Act financial statements, administering estates, negotiating leases, administering contracts, completing legal research, searching titles or processing real estate transactions.

At Fanshawe, you will learn about many areas of Canadian law including criminal law, civil litigation, corporate commercial, debtor and creditor rights, landlord and tenant, estate administration, family law and contracts. You will refine your communication and information skills as you learn how to research, analyze, write and advocate in the legal environment. You will develop an ability to work in a variety of cutting-edge legal software applications and online commercial legal databases and services.



Fanshawe College offers more than 100 post-secondary programs. In addition to this booklet, we also produce a program guide which includes every program offered at Fanshawe. For start dates, campus and program codes, admission requirements, tuition fees, related expenses, financial assistance, applying for a program and more, please see our program guide, or call 519-452-4277 or visit [www.fanshawec.ca](http://www.fanshawec.ca) where you can try our "ASKFanshawe" service.

Art and Design	Electrical/Electronics	Computer and Information Technology
Building Technology	Applied Sciences	Manufacturing and Mechanical Technology
Business	Health Sciences	Tourism and Hospitality
Communication Arts	Human and Community Services	Transportation and Motive Power
Preparatory Programs	Graduate Programs	Apprenticeships

## Why choose Fanshawe?

- Fanshawe is one of the top 3 colleges in Ontario with over 91% of our graduates finding employment within 6 months of graduation.
- Employers around the world – and right here in Canada – recognize our graduates as being well-prepared in their chosen field.
- Fanshawe has more co-op programs than any other college in Canada
- The College has excellent facilities including new buildings, classrooms and labs. In addition to this, our London campus boasts new gymnasiums, residence buildings and state-of-the-art Student Centre.
- Fanshawe offers career counselling and job search assistance to launch your career.
- There are excellent services for students with physical or learning needs.
- Fanshawe has a number of articulation agreements with universities in Canada, the U.S.A. and Australia, where your diploma is recognized with advanced standing admission and/or university credit towards a degree.

*This publication is available, upon request, in alternative formats for people with disabilities. Please contact the Fanshawe College Counselling and Student Life Services Office, (519) 452-4282.*

*The information in this brochure is for programs starting in fall 2005, winter 2006 or summer 2006. Programs are subject to change without notice.*



**FANSHAWE  
COLLEGE**

*Community Driven ...  
Student Focused*

### Fanshawe's Major Campuses:

#### London Campus

1460 Oxford Street, East  
P.O. Box 7005  
London, Ontario  
N5Y 5R6  
Tel: (519) 452-4277

#### James N. Allan Campus

634 Ireland Road, P.O. Box 10  
Simcoe, Ontario  
N3Y 4K8  
Tel: (519) 426-8260

#### St. Thomas/Elgin Campus

120 Bill Martyn Parkway  
St. Thomas, Ontario  
N5R 6A7  
Tel: (519) 633-2030

#### Woodstock Campus

369 Finkle Street  
Woodstock, Ontario  
N4V 1A3  
Tel: (519) 421-0144

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Want More Information?

Visit [www.fanshawec.ca](http://www.fanshawec.ca) and select "ASKFanshawe" to ask a question.