

Area of Interest: Business

## Financial Services - Canadian Context

Ontario College Graduate Certificate

Program Code: 1318X01FWO

2 Years

Ottawa Campus

### Our Program

#### Thrive in the financial services industry in Canada.

The two-year Financial Services-Canadian Context Ontario College Graduate Certificate program is specifically designed to support students transitioning into the Canadian work environment in the customer sales and service areas of:

- banking
- insurance
- financial planning
- wealth management

In this program, you build knowledge and skills to evaluate and recommend financial products and services based on clients' individual needs. You develop techniques to collect and analyze client information to create and present customized financial plans. Sales strategies and relationship building techniques are applied while adhering to legal and ethical practices and industry standards. Throughout the program, you develop a professional competencies portfolio to document marketable skills. The fourth semester of the program focuses on experiential learning within a variety of real-world scenarios.

Through experiential and simulated workplace learning, you develop financial advising strategies to facilitate clients' short- and long-term financial goals. Topics include:

- saving and borrowing for major purchases
- postsecondary education and retirement planning
- insurance for wealth protection
- investing for diversification, growth and tax efficiency
- estate planning for succession and wealth transfer

Graduates are eligible to write the Canadian Securities Course designation exams. Algonquin College collaborates with the Canadian Securities Institute (CSI) and the Canadian Institute of Financial Planning (CIFP) to offer the Financial Services - Canadian Context Graduate Certificate Program, which meets FP Canada's Core and Advanced Curriculum educational requirements. The program provides a pathway to the following designations upon completion of their additional requirements and exams:

- Canadian Securities Course (CSC designation)
- Qualified Associate Financial Planner (QAFP) designation (see FP Canada website for additional requirements)
- Certified Financial Planner(CFP) designation. (See FP Canada website for university degree and additional requirements)

The CSC QAFP and CFP are not awarded by Algonquin College. For more information on these

credentials, refer to the websites: <https://fpccanada.ca/become-a-financial-planner> ,  
<https://fpccanada.ca/become-a-financial-planner> and  
[https://www.csi.ca/student/en\\_ca/courses/csi/csc.shtml](https://www.csi.ca/student/en_ca/courses/csi/csc.shtml) .

You may find employment as a personal financial or investment advisor in a broad range of financial institutions. These might include:

- banks
- credit unions
- financial planning offices
- insurance companies
- brokerage firms

### **SUCCESS FACTORS**

This program is well-suited for students who:

- Possess customer-focused communication skills, both written and oral.
- Thrive in a dynamic team-based work environment.
- Possess an analytical and mathematical aptitude.
- Are detail-oriented and able to follow complex instructions.
- Are outgoing and have strong interpersonal skills.

### **Employment**

Personal finance specialist in a broad range of financial institutions such as: banks, credit unions, financial planning offices, mutual fund and insurance companies, as well as brokerage firms, as a:

- personal financial or investment advisor
- financial sales representative
- financial officer

### **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Complete all work according to professional regulations, provincial legislation and ethical standards required by the financial services industry and its regulators.
- Develop a financial plan based on a client`s capacity for investing, personal needs and risk tolerance.
- Recommend financial instruments including, fixed income securities, common and preferred shares, mutual funds and others that meet a client`s investment and financial needs.
- Develop and present marketing and communication strategies that include selling and client relationship management techniques suitable to prospect and retain clients.
- Evaluate financial planning strategies for tax management, insurance coverage, wealth accumulation and retirement and estate solutions to determine which would best meet a client`s needs.
- Develop and use personal/professional strategies and plans to improve future professional growth, job performance, and working relationships in a Canadian context.
- Evaluate the financial performance of a business by analyzing financial statements and business transactions to advise clients on potential investments.

- Model professional practice according to industry standards, such as client-focused communication.
- Apply industry skills, attitudes and knowledge in a variety of Canadian workplace settings to support client goals.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

## Program of Study

Level: 01	Courses	Hours
ENL2101	Applied Professional Communication	42.0
FIN2339	Introduction to the Canadian Financial System	56.0
FIN2344	Spreadsheets for Financial Services	56.0
HRM4100	Introduction to Organizational Behaviour in Canada	42.0
LFS0016	Professional Skills in Canada	42.0
MGT2229	Business Fundamentals in Canada	42.0
Level: 02	Courses	Hours
FIN2302	Registered Savings and Retirement Planning	56.0
FIN2311	Financial Planning Fundamentals	42.0
FIN2313	Canadian Securities Course 1	56.0
FIN2314	Behavioural Finance	42.0
FIN2327	Insurance and Estate Planning	56.0
MKT2111	Relationship Selling	42.0
Level: 03	Courses	Hours
FIN2111	Consumer Credit	56.0
FIN2319	Income Tax Planning	56.0
FIN2323	Professional Competencies Portfolio	56.0
FIN2326	Canadian Securities Course 2	56.0
FIN2328	Advanced Financial Planning	56.0
Level: 04	Courses	Hours
FIN2324	Financial Services Project Seminar	70.0
FIN2325	Financial Services Applied Project	168.0
LFS0017	Career Development in Canada	42.0

## Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$1,500, which includes fees paid to the Canadian Securities Institute (CSI) for textbook, online resource materials and one exam attempt.

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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## Application Information

### FINANCIAL SERVICES - CANADIAN CONTEXT Program Code 1318X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, ON N1G 5J3  
1-888-892-2228

Applications are available online at [www.ontariocolleges.ca](http://www.ontariocolleges.ca).

## Course Descriptions

### ENL2101 Applied Professional Communication

The application of advanced communication skills, specific to the Canadian workplace, plays a principal role in career success and in the smooth functioning of any organization. Students build on existing language skills, applying them to a Canadian professional context. Students explore

how academic integrity is maintained in Canadian contexts through the proper documentation of research. By delivering presentations and engaging in speaking activities, students hone and develop confidence in their interpersonal communication skills for Canadian academic and workplace environments.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2111 Consumer Credit**

Financial freedom for most clients comes from understanding, then leveraging and managing household debt. Professionals must develop marketable skills in credit application processing and analysis. Students examine complex consumer lending products and services available to clients. Using interviewing skills, students can make a decision to lend for a consumer loan or a residential mortgage based on a completed application and financial statements. Students develop and use assessment tools to identify client needs and match needs with products and recommendations.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2302 Registered Savings and Retirement Planning**

The Federal Government provides tax-sheltered options for Canadians to save for a child's education, major purchases and retirement. Students explore the principles and applications related to the concepts of long-term financial planning. Students examine products, issues and practices for registered and tax-sheltering strategies and benefits. Students map the retirement planning life cycle, moving through the wealth accumulation phase into retirement.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2311 Financial Planning Fundamentals**

The thought of managing savings, selecting the right insurance, planning for a major purchase, as well as preparation for retirement can often be intimidating. Focus is placed on these important fundamentals to the discipline of financial planning. Students examine the concepts and applications associated with financial calculations and the analysis of financial statements. Students explore the basic concepts of contracting and family law and analyze government benefit programs.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2313 Canadian Securities Course 1**

In-depth industry knowledge is highly regarded in the financial workplace. A framework for analyzing Canadian financial markets, institutions, securities and investment strategies is introduced. Students review capital markets and financial services, the Canadian economy, issuing, listing, and regulation of securities markets, corporations and their financial statements, fixed-income securities, equities, and derivatives.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2314 Behavioural Finance**

Behavioural finance is a growing area of study in the field of financial planning. Managing the client's emotions as well as their money is key to uncovering financial goals and challenges. Students discuss the importance of ethics and trust in developing customer relationships in financial services and practice interview skills to identify clients' social and demographic profile. Case studies, in-class discussions, and learning activities focus on client retention, referral and recovery by addressing the range of clients' needs. Students explore strategies to satisfy client needs, tailor a personalized product-service mix to specific needs, and deploy marketing efforts to

influence customer behaviour. Finally, students make financial recommendations to address needs, build relationships, and improve client outcomes.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2319 Income Tax Planning**

A major concern for financial clients is minimizing the amount of tax payable to preserve wealth for the future. One way to gain peace of mind is through tax efficiencies in a financial plan. Students evaluate investment income sources and compare how they are viewed from a tax perspective. Employment relationships, and the tax implications of employment income and benefits are examined. Through analysis, discussion, and the completion of mock tax returns, students explore tax advantages, strategies for tax reduction, and tax planning.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2323 Professional Competencies Portfolio**

Professionals use reflection to identify gaps and develop strategies to bridge the gaps in pursuit of professional development and career advancement in the financial services industry. Students develop a portfolio illustrating their professional knowledge, skills, and practical experience towards the achievement of industry certifications. Self-assessment tools and role play are used to refine the process of documenting and presenting personal competencies to recognize strengths and opportunities. Students examine how competencies are assessed in employment interviews through examination of behavioral and critical incident questioning techniques. Students use the competencies documented in their portfolios, and participation in networking activities to develop an effective professional profile targeting the financial services industry.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2324 Financial Services Project Seminar**

A valuable strategy for personal and professional growth includes reflecting on one's experiences to support continuous improvement. Students reflect on each of the stages of financial plan development to identify opportunities to strengthen various elements of the process. Compliance measures designed to mitigate client risk are examined. Students research and discuss industry trends and the potential impact on the profession. Balancing client needs with personal professional goals, ethical responsibility, and compliance are investigated. Students incorporate industry feedback to strengthen their professional competencies portfolios.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN2325 Financial Services Applied Project**

The key to successful financial interactions is the ability to translate complex financial issues and goals into manageable concepts for clients. Students undertake complex activities based on scenarios in a simulated financial services firm and complete all tasks associated with each scenario. Activities include client interviews, and preparing documents from verbal and written instructions using word processing, spreadsheet, and financial planning software. Emphasis is placed upon accurate and compliant data gathering, content, proofreading, time management and production of financial plans. Strategies to satisfy client needs, tailor a personalized product-service mix and deploy marketing efforts to influence client behaviour are applied. Using the financial plan as a conversation tool, students make financial recommendations to address needs, build relationships and improve client outcomes.

Prerequisite(s): none  
Corerequisite(s):none



**FIN2326 Canadian Securities Course 2**

The CSC designation is a highly sought credential in the financial workplace. The Canadian Securities Course (CSC) designation is a highly sought credential in the financial workplace. Students develop a framework for analyzing Canadian financial markets, institutions, securities, and investment strategies. Topics include analyzing markets and products, the portfolio approach, mutual funds, other managed accounts and products, hedge funds and financial planning and taxation.

Prerequisite(s): none  
Corerequisite(s):none

**FIN2327 Insurance and Estate Planning**

Advanced knowledge of retirement, risk, estate, tax, and investment strategies is required to remain relevant in the financial services industry. Students apply financial planning concepts to complex financial needs and problems. Through case studies and group work, students collect and analyze client information and provide advice related to their personal financial plan.

Prerequisite(s): none  
Corerequisite(s):none

**FIN2328 Advanced Financial Planning**

The needs of clients evolve year over year, subject to personal circumstances and market conditions. Students apply financial knowledge and skills to evaluate customer situations and create professional financial plans that meet the highest industry standards and are ready for submission to clients. Students explore how personality profiles (including their own) impact financial planning. As a capstone project, students present financial plans to peers for critique and revision.

Prerequisite(s): none  
Corerequisite(s):none

**FIN2339 Introduction to the Canadian Financial System**

The Canadian financial system and regulatory system is unique in its operations, government oversight, and relationships with neighbouring countries. Students examine the flow of funds, the structure of interest rates, various financial markets, exchange rate regimens, financial intermediation, and the role of the Canada's central bank- Bank of Canada. Canadian financial services terminology is introduced. Students compare and contrast economic conditions and indicators around the world with Canada and apply theory to explain cause and effect.

Prerequisite(s): none  
Corerequisite(s):none

**FIN2344 Spreadsheets for Financial Services**

Spreadsheets are increasingly used in workplaces to organize and analyze personal and financial data for client relations. Using spreadsheet applications, students explore features, such as financial functions, charts, logical functions, pivot tables, lists and look-up tables. Through practical, hands-on case studies and exercises, students develop transferable skills for managing and organizing data.

Prerequisite(s): none  
Corerequisite(s):none

**HRM4100 Introduction to Organizational Behaviour in Canada**

Organizational behaviour is the study of how people and teams interact in the workplace from both practical and theoretical perspectives. Students explore employee learning, ethics, creativity, leadership, power, conflict, and change management in the Canadian context. Through research and discussion students evaluate organizational behaviour strategies applicable to Canadian

financial services industries.

Prerequisite(s): none  
Corerequisite(s):none

### **LFS0016 Professional Skills in Canada**

In addition to technical skills, professional skills are critical for professionals to effectively adapt and contribute to highly competitive and changing Canadian work environments. Students reflect on the difference between professional contexts in Canada and abroad. Students explore basic strategies, tools, and services that support their personal branding, networking and entry into the Canadian workforce. Through research, professional development activities, and reflection, students compare the professional skills they already possess and identify areas for growth that are valuable in Canadian work and study contexts. Topics include key Canadian skills such as leadership, emotional intelligence, teamwork, conflict resolution, communication, presentation skills, and adaptability. Students build professional skills as a foundation for entry or advancement in their field of choice in Canada.

Prerequisite(s): none  
Corerequisite(s):none

### **LFS0017 Career Development in Canada**

Developing and managing a career in Canada requires an intentional and proactive approach. Students identify the difference between career development in Canada and other courses in order to create a strategy appropriate to the Canadian context. Students become better equipped to meet their career goals and transition into their field in different types of organizations in Canada. Students build a career development strategy using the tools and approaches relevant to entry into the Canadian labour market. Students research the self-employment and employment landscape of their chosen field and the types of career opportunities that exist in Canada. Students identify opportunities for professional development offered by training providers or accrediting bodies, key players in the industry, and different career pathways in the Canadian labour market. Students practise tailoring their cover letter, curriculum vitae, networking, and interviewing to specific Canadian self-employment and employment opportunities. Through research and in-class activities, students examine the features of Canadian work environments and the complexities of the Canadian labour law.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT2229 Business Fundamentals in Canada**

Organizations are comprised of various interrelated functional areas. Through the perspective of both the Canadian and international business environments, students examine principles and practices used to achieve organizational success. Students apply business terminology appropriate to the Canadian context. The basic functional areas, business structures, processes, legal and ethical considerations are explored. Through practical exercises and group work, students investigate fundamental systems and technologies that are used in the Canadian financial services industry.

Prerequisite(s): none  
Corerequisite(s):none

### **MKT2111 Relationship Selling**

Developing a foundation and practice in sales and communications skills vital to an individual's success within the financial services industry. Students examine strategies for prospecting and marketing their services, building long-term business relationships, establishing and uncovering needs, handling objections and closing the sale. Through class discussions, and role-playing exercises, students explore strategies for effective client interviews.

Prerequisite(s): none  
Corerequisite(s):none