

## Applied Arts Bachelor's Degrees

# Seneca

### [Child Development](#)

This program addresses the need arising for the integration of services and programs focusing on the child, the family and the community. There is increasing demand for highly skilled professionals firmly grounded in early childhood development, multidisciplinary and family practice.

### [Therapeutic Recreation](#)

The Therapeutic Recreation Program is a new interdisciplinary degree, whose graduates are able to analyze, design, implement, and evaluate therapeutic interventions. Therapeutic interventions are activities in recreation, arts, and crafts that are designed to achieve therapeutic outcomes in the physical, psychological, social, cognitive, and spiritual domains. The activities are designed to prevent harm to an individual or group, or to rehabilitate an individual's or group's capacity to obtain their full potential.

### [Nursing](#)

This is collaborative BScN Degree in partnership with York University provides intensive classroom instruction in theoretical and nursing practice. In addition, students study human anatomy, physiology, complementary subjects in general education and complete a minimum of 1,700 hours of clinical experience.

*"I'm challenged, rewarded and awed by my patients every day, and truly see it as an honor to care for them at their most vulnerable. Seneca was instrumental in helping me to build a solid foundation on which I could develop my career in nursing."*

**Seneca graduate Emeline Thompson, RN, BA, BScN**

## Business Degrees

### [Bachelor of Commerce \(Financial Services Management\)](#)

This program addresses the need for degree-level graduates with specialized skills for the banking and insurance sectors. Created with input from these areas, it will focus on all aspects of financial services including consumer protection and privacy, customer relationship management, investment strategies, e-business and insurance law.



Barbara, a graduate of Seneca's Financial Services Management Bachelor of Commerce program, talks about leaving university to come to Seneca and her time at the College and how it launched her career in financial services. [Video](#)

### [Bachelor of Commerce \(Human Resources Strategy and Technology\)](#)

This program addresses the need for degree-level graduates with a broad understanding of human resources issues, technology, and business skills.

*"Human Resources professionals today must have a strong combination of business acumen and*

*technical HR skills...the Seneca College degree program...provides graduates with the grounding they require in all three key areas - business, human resources and technology”*  
**Heather Pawlett, CHRP, Director, HR Commercial, Cadbury Adams Canada Inc.**

### **[Bachelor of Commerce \(International Accounting and Finance\)](#)**

This program addresses the need for degree-level graduates with a broad understanding of international issues in accounting, finance, economics, law, global cultures, global trade requirements, and information technology.

*"I am really satisfied with what I have experienced and learned in the program...what I really enjoy the most are the relatively small class sizes which allow for a more interactive experience with professors and classmates."*

**Seneca graduate Yuhong Wan**

### **[Bachelor of Commerce \(Municipal and Corporate Administration\)](#)**

This program addresses the need for degree-level graduates with the skills and knowledge required for careers in public sector management. Students will learn key competencies in administration, governance, comptrollership, the law and compliance, project management and fiscal/financial management. Graduates may begin careers with municipalities, agencies, boards, commissions and not-for-profit associations.

*"What we really need are smart, well-trained graduates with the skills and knowledge to respond quickly to constantly changing demands. The co-op experience ensures that graduates will come to us with real world exposure to the municipal sector. That means graduates will be ready to hit the ground running."*

**Janice M. Baker, CA, City Manager and Chief Administrative Officer, City of Mississauga**

## **Liberal Arts Joint/Articulated Degrees**

### **[Liberal Arts](#)**

The Liberal Arts Program is designed for those who have completed secondary school or are returning to their education as a mature student and wish to pursue a university education. After a common first semester, students will choose the Arts or Business specialization.

After one year (two semesters), students who have met all requirements will have the opportunity to apply to a joint programs with the **University of Toronto** or **York University** or upon graduation can continue their studies at **D'Youville College** in Buffalo, New York or **Bishop's University** in Sherbrooke, Quebec. Throughout the program there will be a strong emphasis on literacy, numeracy, and thinking skills. The main aim of this program is to prepare students for further education.

### **Seneca/York Joint Degrees**

The following programs are offered jointly between Seneca College and York University. Interested students must first meet York University entrance requirements and have completed a specific number of courses at York before applying to the Seneca portion of the program.

### **[Broadcasting - Radio](#)**

Students learn fundamental skills in on-air presentation, script writing, and audio production necessary to create and produce effective radio programming. The aim of the program is to give

students a high degree of competency that will enable them to begin careers within the broadcast industry. Graduates earn a Seneca diploma in Broadcasting - Radio and a York University Bachelor of Arts Degree.

### **Broadcasting - Television**

Students learn fundamental skills in visualization, script writing, and audio/video production necessary to create and produce effective television programming. The aim of the program is to give students a high degree of competency that will enable them to begin careers within the broadcast industry. This program is recommended for students interested in television production within television stations, production companies, and post production companies. Graduates earn a Seneca diploma in Broadcasting - Television and a York University Bachelor of Arts Degree.

### **Creative Advertising**

The Creative Advertising program focuses on the strategic planning and creation of advertising and marketing communications for both print and broadcast. Attention is paid to the principles of advertising as they are applied across a broad spectrum of disciplines in the expanding field of advertising and marketing communications. Particular emphasis is placed on creative concept development and the writing of persuasive advertising copy. Graduates earn a Seneca diploma in Creative Advertising and a York University Bachelor of Arts Degree. Graduates earn a Seneca diploma in Journalism - Broadcast and a York University Bachelor of Arts Degree.

### **Journalism - Broadcast**

Students receive training in radio, television and new media journalism skills. The aim of the program is to give students a high degree of competency and knowledge, in order to be able to obtain entry-level positions in a broad spectrum of radio and television information programming. The program is recommended for students with a great desire for storytelling and disseminating information about news, public affairs, entertainment and sports. Research, critical thinking, media analysis, writing and performance skills are emphasized in this program. Graduates earn a Seneca diploma in Creative Advertising and a York University Bachelor of Arts Degree.

*"My time at Seneca gave me the tools and experience to not only break into the television world but to succeed in it and build a career. The faculty, equipment and focus of the program are second to none in preparing students for the working world."*

**David Thomas, Writer/Editor, TSN**

## **Technology Degrees**

### **Control Systems Technology**

This program addresses the need for degree-level graduates who can operate in cross functional technology teams in the emerging tele-control distributed systems industry. Students will use industry standard software and hardware tools and apply these tools to current industrial design methodology. The program emphasizes critical thinking, team building and generic skills to ensure graduates can function effectively as part of the technology team.

*"With technologies evolving rapidly and many industry professionals set to retire, there is a need*

*in the instrumentation and control field for highly trained specialists to design, construct, maintain and operate automated plants that used advanced technology. The Control Systems bachelor's degree offered by Seneca is a necessity to this end and is endorsed by the ISA Toronto Section."*

**Reynold Ramdial, President (2007) Instrumentation, Systems and Automation Society (ISA) Toronto Section**

### **Flight Program**

This program addresses the need for technically competent, multi-skilled pilots able to meet the future requirements of the Canadian and the global aerospace industry.



*"This was the flight program I desired to be in the most. I can't say enough about how well the program prepared me and helped me achieve my goals."*

**Seneca graduate Daryl Wood, Co-pilot, Air Canada Jazz**

### **Environmental Site Remediation**

This program addresses the need for people trained in scientific assessment, property evaluation and restoration strategies for returning contaminated sites to a useable state.



*"Through the remediation program, I received the practical training along with the theoretical knowledge, and that's really the advantage of this kind of bachelor's degree."*

**Seneca graduate Collin Osborne, Contaminated Sites Officer, Environment Canada**

### **Informatics and Security**

This program addresses the need for degree-level graduates with a broad understanding of informatics practices including security arts, security principles, managed risk and research.

*"Security is a very important component of our job. It is imperative that my security business analysts have a strong comprehension of the various aspects of security. I have found it very difficult to find knowledgeable security (people). A graduate of (the Informatics and Security program) would possess the necessary skills I need to build a good security team."*

**Paul Ryder, Bell Canada**

### **Software Development**

This program addresses industry needs to produce knowledgeable, adaptable software developers skilled in both the technical and non-technical aspects of software development.



*"I came here to start a new career and thanks to the College I've actually started it while still in school. I feel like I have a head start on the path I've chosen."*

**Seneca graduate Lukas Blakk, Release Engineer, Mozilla**