

**Finance Career Cluster**  
**Banking, Investing, and Insurance**  
**Course Number 07.43100**

**Course Description:**

Explore the financial world as students dive into the main areas of financial services, including banking, investing, and insurance. Basics of banking and credit include a brief history of money and banking, negotiable instruments, creation of credit, and the function of banks. Methods for measuring the financial performance of financial institutions are analyzed. Students will be introduced to a variety of investment options and learn to determine the appropriate options for an investment goal. By analyzing financial reports and employing other tools to predict growth rates and return on investment, students will develop strategies to produce financial growth strategies for a business. Through projects, students will determine the risks faced by individuals and businesses and decide on the proper risk management techniques to mitigate those risks. Investigating both personal and business insurance products and deciding which products are suitable for a specific customer profile will be covered. Ethical issues and case studies involved in the financial services industry will be used to determine how industry regulations are developed. An investigation of careers in the financial services industry will be explored throughout this course. Concepts of this course will be enhanced by business partnerships with community financial institutions, investment firms, insurance companies, stock market simulations, guest speakers, virtual experiences, technology and field trips.

Various forms of technologies and internet research will be highlighted to expose students to the resources in the financial industry. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Banking, Investing, and Insurance is the final course in the Financial Services pathway in the Finance Cluster. Students enrolled in this course should have successfully completed Introduction to Business and Technology and Financial Literacy. After mastery of the standards in this course, students should be prepared to earn an industry-recognized credential in this career area.

**Course Standard 1**

**FIN-BII-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

**1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.**

<b>Person-to-Person Etiquette</b>	<b>Telephone and Email Etiquette</b>	<b>Cell Phone and Internet Etiquette</b>	<b>Communicating At Work</b>	<b>Listening</b>
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies

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Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

### 1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs

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Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

### 1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success

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Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

### **Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:**

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

## Course Standard 2

### **FIN-BII-2**

**Demonstrate an understanding of basic banking concepts, terminology and operating procedures.**

- 2.1 Describe the role of money in the economy.
- 2.2 Explain the role of banking in the economy.
- 2.3 Outline the history of banking, including the development of the Federal Reserve.
- 2.4 Define terminology unique to the banking industry.
- 2.5 Compare the functions of various types of financial institutions both depository (i.e. banks, credit unions) and non-depository (i.e. loan companies and insurance companies).
- 2.6 Identify and explain lines of business within a bank (i.e. retail, commercial, trust, loans, and mortgages.)
- 2.7 Analyze the effects of regulation and deregulation.
- 2.8 Review historic legislation affecting current banking regulations (i.e. Bank Bribery Act, Bank Protection Act, Bank Secrecy Act, Electronic Funds Transfer Act, Equal Opportunity Act, Fair Credit Reporting Act, Fair Lending, Fair Housing Act, FDIC Deposit Insurance, Home Mortgage Disclosure Act, Real Estate Settlement Procedures Act, Regulatory Compliance, Truth in Lending Act, Truth in Savings Act.) and describe more current legislation affecting current bank operation including: USA PATRIOT Act, Dodd-Frank Act, and the BASEL Accords 1-3.
- 2.9 Define current trends in financial services and discuss diversified financial services.
- 2.10 Describe features and benefits of commercial banking products and services including services to small businesses; commercial loans and lines of credit; depository accounts for commercial clients; and retirement plan administration.
- 2.11 Compare banking products and services available to individual customers.

## Course Standard 3

### **FIN-BII-3**

**Compare and contrast various types of negotiable instruments and describe the effects of E-commerce on banking.**

- 3.1 Identify and explain the different types of negotiable instruments (i.e. checks, cashier's checks, savings bonds, money orders, travelers' checks, bank drafts).
- 3.2 Compare and contrast various types of deposit accounts (i.e. checking, savings, money market accounts, and certificates of deposit.)

- 3.3 Describe E-commerce.
- 3.4 Compare and contrast E-commerce with traditional banking services.
- 3.5 Describe the legal and ethical issues for E-commerce.
- 3.6 Explain payment options in E-commerce.
- 3.7 Anticipate the possible effects of future technology on E-commerce.

## Course Standard 4

### FIN-BII-4

#### **Interpret and measure financial performance of banking institutions.**

- 4.1 Describe how a bank generates revenue.
- 4.2 Identify and explain major factors affecting bank performance.
- 4.3 Identify and explain the types of risk a bank must manage.
- 4.4 Analyze the process of credit creation including the relationship to adequate capital.
- 4.5 Describe the credit application process and actions taken at each stage to assure bank compliance.
- 4.6 Match consumer credit products to customer needs.
- 4.7 Explain and interpret credit scoring.
- 4.8 Calculate interest.
- 4.9 Identify and describe client profile eligibility requirements for credit products, including conventional and government-backed mortgages.
- 4.10 Describe how the profitability of various lines of business within a bank is evaluated.
- 4.11 Evaluate reports reflecting financial data in banking.
- 4.12 Compare performance ratios of banks (i.e. Loans to Asset ratio, Net Interest Margin, Efficiency Ratio, Non-performing Asset Ratio, Charge-off Ratio, and Loan-Loss Reserve Ratio).

## Course Standard 5

### FIN-BII-5

#### **Demonstrate an understanding of basic investment principles, including the importance of investment planning and establishing financial goals.**

- 5.1 Demonstrate the time value of money (including the Rule of 72) and the importance of investing early, investing regularly, and reinvesting earnings.
- 5.2 Define terminology unique to the investment industry.
- 5.3 Evaluate the relationship between risk and return.
- 5.4 Explain the role of the Securities and Exchange Commission (SEC), New York Stock Exchange (NYSE), American Express (AMEX), National Association of Securities Dealers Automated Quotations (NASDAQ), and other securities associations.
- 5.5 Analyze sources of investment information and use tools that analyze trends and movement of investments.
- 5.6 Describe the process of buying and selling securities and compare the services of brokers and brokerage firms.
- 5.7 Differentiate between saving and investing.
- 5.8 Identify factors that affect investment choices by analyzing the difference between conservative and speculative investments, differentiating between growth investments and income investments, and explaining why savings and investing plans change as one proceeds through the life cycle.
- 5.9 Evaluate the overall risk of an investment by examining the different types of risk and discuss how diversification can help reduce some risk.

## Course Standard 6

### FIN-BII-6

#### **Demonstrate an understanding of investment instruments and their proper use in financial planning, retirement planning, estate-planning and wealth management.**

- 6.1 Analyze financial needs and goals to determine financial requirements.
- 6.2 Evaluate criteria for choosing a savings or investment instrument, including opportunity cost.
- 6.3 Develop financial goals for the future based on lifestyle expectations and career choices.
- 6.4 Evaluate government securities and bonds (including municipal bonds) as short and long term investments.
- 6.5 Identify and describe commercial bank options for savings, such as savings accounts, certificates of deposit, and money market accounts.
- 6.6 Differentiate between primary and secondary markets.
- 6.7 Describe the operation of the stock market and evaluate equity investments.
- 6.8 Evaluate mutual funds and annuities.
- 6.9 Evaluate treasury bills, treasury notes, treasury bonds, and savings bonds.
- 6.10 Evaluate life insurance options.
- 6.11 Evaluate individual investment and financial needs and devise asset allocation mixes that fit those needs.
- 6.12 Assess the effects of taxes on different investment options (i.e. capital gains and losses versus ordinary income).
- 6.13 Describe the issues to be considered when planning for retirement.
- 6.14 Identify and explain basic components of an employment retirement package.
- 6.15 Explain the investment opportunities related to workplace retirement plans.
- 6.16 Describe the taxation concerns for retirement income.
- 6.17 Differentiate among employee and self-employed options for retirement investing (i.e. traditional and Roth Individual Retirement Accounts (IRAs), profit sharing plans, employer stock purchase plans, 401k plans, etc.).

## Course Standard 7

### FIN-BII-7

#### **Predict future investment trends and explain the role of international finance in the investing process.**

- 7.1 Estimate future growth rates of selected equity investments using industry indicators.
- 7.2 Predict investment returns.
- 7.3 Explain how currency exchange rates affect companies.
- 7.4 Evaluate foreign exchange as an investment option.
- 7.5 Identify and describe potential problems associated with dealing in foreign currencies.
- 7.6 Describe how economic conditions, balance of payments, and political issues affect currency values.
- 7.7 List and verify sources of capital for international, multinational, and global companies.
- 7.8 Identify and evaluate the essential components of payment documents used in international trade activities.
- 7.9 Identify and cite examples of the different types of international banking on global business.
- 7.10 Describe the international monetary system, including the International Monetary Fund, the World Bank, and Eurocurrencies.

## Course Standard 8

### FIN-BII-8

**Demonstrate an understanding of risk management basics and personal insurance coverage.**

- 8.1 Define the four ways of managing risk (ignore, avoid, reduce, and transfer.)
- 8.2 Describe the principles of automobile insurance and identify types of coverage and policy types available.
- 8.3 Describe the principles of homeowners insurance and identify types of coverage and policy types available.
- 8.4 Describe the principles of health insurance and identify types of coverage and policy types available.
- 8.5 Describe the principles of life insurance and identify types of coverage and policy types available.
- 8.6 Describe the principles of disability insurance and identify types of coverage and policy types available.
- 8.7 Describe the principles of long-term insurance and identify types of coverage and policy types available.

## Course Standard 9

### FIN-BII-9

**Identify risks present in business and the insurance needed to protect a business.**

- 9.1 Distinguish between the different types of insurance coverage needed for business.
- 9.2 Assess the effectiveness of insurance products in relation to cost.
- 9.3 Investigate product liability and punitive damages cases in the business environment.
- 9.4 Summarize business insurance needs and ways to limit losses stemming from product liability.
- 9.5 Evaluate the effect of lawsuits involving product liability and punitive damages
- 9.6 Explain the role of workers compensation insurance.
- 9.7 Explain the benefits of workers compensation insurance to policyholders
- 9.8 Define unemployment insurance.
- 9.9 Explain how state and federal legislation affect unemployment insurance.
- 9.10 Explain the financial obligation of the employer as it pertains to unemployment insurance.
- 9.11 Explain the advantages and disadvantages of other types of insurance (i.e., identity theft, title, malpractice, and gap).

## Course Standard 10

### FIN-BII-10

**Students will evaluate the ethical needs of the financial services industry and examine the effects of fraud upon the industry.**

- 10.1 Describe the function of organizations involved in ethical oversight of the financial services industry, such as Securities and Exchange Commission (SEC), Financial Industry Regulatory Authority, Inc. (FINRA), Federal Reserve, and the Office of the State Insurance Commissioner.
- 10.2 Identify and describe the regulations designed to protect the consumer in banking industry.
- 10.3 Describe an incidence of both consumer fraud and banking fraud and how the fraud could have been prevented.
- 10.4 Identify and describe regulations designed to protect the consumer investors from fraud in the investment industry.
- 10.5 Describe incidence of fraud in the investment industry and how it might have been prevented.

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- 10.6 Describe each of the four categories of regulations for insurance companies (i.e., financial condition of the insurer, standard provisions in contracts, licensing of companies and agents, and premium rates).
- 10.7 Describe an incidence of fraud in the insurance industry and how the fraud might have been prevented.
- 10.8 Describe the major rights and responsibilities of a consumer regarding the financial services industry, such as being well-informed, reading and understanding contracts, and understanding transparent fees, etc.

### Course Standard 11

#### FIN-BII-11

##### **Students will identify and evaluate careers in the financial services industry.**

- 11.1 Describe the skills and job responsibilities for careers in banking (i.e. loan officer, teller, customer service representative, data processor, trust officer, mortgage broker, branch manager, marketing, human resource management, IT, training and development).
- 11.2 Identify and summarize education and licensing requirements for careers in banking.
- 11.3 Describe the skills and job responsibilities for careers in investing (i.e. broker, investment advisor, financial planner, commodities representative, financial consultant, trader, mutual fund manager.)
- 11.4 Identify and describe education and licensing requirements for careers in investing.
- 11.5 Describe the skills and job responsibilities for careers in insurance, such as an agent, a claims adjuster, an actuary, a claims examiner, a customer service representative, a rater, and an underwriter.)
- 11.6 Identify and explain education and licensing requirements for careers in insurance.

### Course Standard 12

#### FIN-FL-12

##### **Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.**

- 12.1 Explain the goals, mission and objectives of Future Business Leaders of America.
- 12.2 Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.
- 12.3 Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.
- 12.4 Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.
- 12.5 Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.