Banking and Financial Services

Banking and Financial Services is a one-credit course designed to help students develop skills related to banking and related services as they process customer transactions, maintain cash drawer, process documents, and respond to customer requests to provide other customer services. Students employ technical skills to perform data processing functions as well as to perform new account functions. Applicable skills are utilized by practicing lending functions, including aiding the customer in determining the best loan alternative; processing the customer’s application to include appropriate information; and processing the loan to complete transactions.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Marketing

Students will:

1. Analyze marketing strategies utilized by financial institutions to determine how they impact customer base.
   Examples: community relations, customer service, advertising

Securities Market

2. Analyze the history and role of the securities market to determine its impact on the global economy.

Loans and Credit

3. Utilize research results to determine ethical and legal issues associated with the banking and financial services industry.

4. Compare credit and loan options provided to consumers by banking and financial institutions.
   Example: unsecured loans versus secured loans

Workplace Professionalism

5. Use personal and technical skills needed for entry-level banking and finance occupations.
   Examples: money-handling skills, communication skills, money balancing
   - Explain the importance of money-handling skills, including arranging cash drawer, verifying change fund, giving correct funds, balancing cash drawer, and practicing theft control
6. Demonstrate skills needed to provide effective customer services, including assisting customers with essential information to select appropriate services, explaining customer rights and responsibilities, providing feedback to customers in a timely manner, processing customer information efficiently and effectively, and maintaining customer privacy and confidentiality.

7. Analyze various financial services to determine best products for meeting individual customer needs.
   Examples: investment banking, commercial banking, cash management, insurance, other corporate and personal services

**Accounting Procedures**

8. Demonstrate accounting knowledge to perform manual and electronic financial functions as they relate to the financial institution and customer.
   Examples: generating financial documents, creating customer accounts

9. Interpret basic financial policies, procedures, and state and federal regulatory guidelines and laws that control financial institutions.
   Examples: laws related to Federal Deposit Insurance Corporation (FDIC) insurance, identity theft, interest rate

10. Analyze various expenses associated with consumer loans to determine advantages and disadvantages.

11. Interpret banking financial records.
    Examples: deposit reports, bank statements, bad debt reports

12. Calculate debt-to-income ratio to evaluate customer credit.

**Federal Reserve Bank**

13. Interpret the relationship of the Federal Reserve Bank to local banking institutions.

**Career Opportunities**

14. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to banking and financial services.