

Course Description

FIN2032 | Fundamentals of Wealth Management, Institutions, Markets and Products | 3.00 credits

This course is a standard introduction to the financial services profession, financial markets, and financial institutions. It touches on nearly every aspect of financial services. It assists professionals in understanding concepts, markets, products, regulations and the application of financial planning and development of wealth management skills. Prerequisites: ACG2021, 2021L, BAN2210

Course Competencies:

Competency 1: The student will attain an understanding of domestic and international financial systems and the institutions within them and how to build financial relationships that motivate the marketing of financial products by:

1. Describing special functions of financial institutions, domestic and international financial markets
2. Analyzing how financial markets and institutions contribute to today's economy
3. Explaining the difference between commercial and investment banks
4. Obtaining a better understanding of financial systems as well as how to manage risks, assets, and liabilities in meeting corporate goals

Competency 2: The student will obtain an in- depth knowledge of the securities markets by:

1. Explaining key elements of the securities markets including, its participants, type of securities traded and the trading process
2. Describing how interest rates, inflation and foreign exchange rates impact a trader's decision to minimize risk
3. Learning basic terminology associated to the equity markets such as bull and bear markets, bubble and burst

Competency 3: The student will obtain an understanding of the significant events that lead into the financial crisis of financial institutions by:

1. Discussing how financial markets and institutions recover from financial crisis
2. Explaining how the financial crisis impacted the approach to risk management in financial institutions
3. Describing the chronology, cause and costs of the financial crisis and the role of the Federal Reserve, the Treasury Department, and central banks in trying to prevent it

Competency 4: The student will achieve proficiency in the evolution of commercial banks and recent developments by:

1. Explaining key characteristics and recent trends in the commercial banking industry
2. Learning the structure of the financial statements of commercial banks and financial indicators commonly used to analyze them
3. Describing the balance sheet and income statements of a commercial bank
4. Discussing the most important regulations
5. Impacting banks in the commercial sector

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Create strategies that can be used to fulfill personal, civic, and social responsibilities