





# INSIDE FINANCIAL SERVICES<sup>®</sup>

## *CURRICULUM*

### E-LEARNING INDUSTRY ORIENTATION

PSI's *Inside Financial Services<sup>®</sup> Curriculum* is targeted to professionals across your institution and is designed to provide the comprehensive foundation of financial services industry knowledge they need to effectively carry out your strategy and contribute to your bottom-line. This prospectus provides information on each of the six courses included as part of the *Inside Financial Services Curriculum*, including:

- Curriculum Overview
- Curriculum Structure
- Curriculum Details
- Contact PSI
- Curriculum Content Outlines (in Appendix A)

#### **INSIDE FINANCIAL SERVICES - CURRICULUM OVERVIEW**

To effectively represent you and implement your strategy, your professionals need to understand the banking industry. PSI's *Inside Financial Services Curriculum* establishes that foundation of industry knowledge in a self-directed, e-learning format that your professionals will find both informative and engaging. The program is especially useful for your Sales, Finance, Operations, IT and Management professionals at various levels throughout your institution.

*Inside Financial Services Curriculum* provides one solution for the entire financial services industry. Users of the program can choose to learn about the entire industry or focus their learning efforts on industry segments related to their specific job responsibilities, by completing any combination of the 6 courses contained in the curriculum:

- Inside Financial Services Overview<sup>™</sup>
- Inside Retail Banking<sup>™</sup>
- Inside Investment Management<sup>™</sup>
- Inside Corporate Services<sup>™</sup>



- Inside Life Insurance™
- Inside General (P&C) Insurance™

The flexibility of the curriculum allows learners to complete all 6 of the courses, if desired, or focus on specific courses within the curriculum based on their individual needs.

## **INSIDE FINANCIAL SERVICES – CURRICULUM STRUCTURE**

We have been educating financial services professionals about the banking industry for over sixteen years. PSI used this experience, as well as our instructional design expertise, to design the content in a way that maximizes learners' understanding of today's complex financial services industry.

*Inside Financial Services Curriculum* is organized in bite-sized pieces to promote learners' comprehension of the financial services industry. The estimated time to complete each of the 6 courses ranges from 1 hour to 3 hours depending on the particular course and a learner's understanding of the subject matter.

### **COURSE COMPONENTS**

Each course is organized around the following content areas to ensure consistency among the courses:

- Customers – Customer types, customer financial needs and what those customers value. This sets the focus for each module.
- Institutions – The types of institutions that serve customer needs.
- Products and Services – Products/services offered to customers in this segment.
- Delivery Channels – The methods institutions use to deliver products/services to customers.
- Managing Risks - Identification of risks institutions face and how they are managed.
- Making Money – Revenues and expenses incurred in serving customers and delivering products/services.
- Current Issues – Hot issues affecting this segment.

PSI's focus is to enhance the learning and simplify the complex world of financial services.



### **Exercises**

Each course contains challenging, interactive exercises that reinforce critical industry knowledge and encourage application of the knowledge to a student's every day responsibilities. The exercises vary in forms of interactivity and approach to stimulate the learning.

### **Financial Data on Top Institutions**

Each *Inside Financial Services* course also includes a database of top institutions' financial data. This provides learners with the opportunity to review the performance of your institution and its peers within specific areas of the industry.

### **INSIDE FINANCIAL SERVICES PROGRAM UPDATES**

Each year, PSI updates the program content and financial information to ensure that it remains current. As part of the update process, we will solicit your feedback so the program will continue to meet your needs.

### **CERTIFICATION TESTING**

Each course in the curriculum also includes a final test based on the objectives covered in the course. Based on the content covered, PSI's testing functionality will create an exam from a database of relevant questions to ensure that your learners have mastered the content. In addition, the program will vary the test questions, so that learners cannot share answers with their peers.

PSI has the capability to tailor the certification test or develop a custom testing approach depending on your unique needs.

### **TRACKING**

The program indicates the participant's progress through the program. *Inside Financial Services* is AICC compliant and meets SCORM (Sharable Content Object Reference Model) standards. We can also customize the program to meet any unique tracking needs you may have.



## INSIDE FINANCIAL SERVICES CUSTOMIZATION OPTIONS

The *Inside Financial Services Curriculum* can be customized for your audience. If you have specific needs, PSI will work with you to tailor the program to meet those needs. One option to consider includes:

### Client Defined “Learning Tracks”

The program can also include customized tracks focused on specific countries or geographic regions.

- Alternatively, we can also host Inside Financial Services, allowing your professionals to access the course on-line without tying up internal IT resources
- Licensed clients will be provided with a master CD for the purpose of internally reproducing and distributing the program on CD for those geographies or situations where web accessibility is an issue

## CURRICULUM DETAILS

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- *Curriculum Level* - Basic. This curriculum is for anyone new to the industry or for anyone that wants a big picture understanding of banking or a refresher.
- *Curriculum Prerequisites* - None.
- *Advance preparation* - None.
- *Delivery Method* - Self-Study. The curriculum is delivered either via PSI’s hosted site or on CD-ROM.
- *Recommended CPE* - The recommended CPE for each course is as follows:
  - Inside Financial Services Overview™ – 2.5 Hours
  - Inside Retail Banking™ – 2 Hours
  - Inside Investment Management™ – 2.5 Hours
  - Inside Corporate Services™ – 2.5 Hours
  - Inside Life Insurance™ – 2 Hours
  - Inside General (P&C) Insurance™ – 2 Hours
- *CPE Completion Requirements* - To gain CPE credit for a specific course, learners must complete that course and prove successful completion by passing the Final Test within one-year from date of purchase. PSI will track a user’s date of purchase and completion date and enforce this policy. If your company licenses the program and it is hosted with PSI, we will track a learner’s initial log-on date and only award CPE if a course is completed and the Final Test passed within one year of the first time the user logged onto the course.



- **Curriculum Registration Requirements**
  - Contact PSI directly at (866) GOTO-PSI to register.
  - If this program is offered through your company, contact your training administrator for registration details and they will make arrangements with PSI to obtain a licensed copy for you.

## CONTACT PSI

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To contact a PSI account executive to discuss pricing and the options for your organization, please call our toll free number at 1-866-GOTO-PSI (1-866-468-6774), and dial option # 1. You can also e-mail us at [IFS@goto-psi.com](mailto:IFS@goto-psi.com).

PSI also offers an entire Financial Services Curriculum and free financial services industry resources at our website at [www.goto-psi.com](http://www.goto-psi.com).

Performance Solutions International is pleased to have this opportunity to assist our clients in achieving their goals within the financial services industry. If you have any comments on our approach or program or would like to recommend any improvements, please let us know.

**Our goal is to enhance your effectiveness in the financial services industry!**

### Complaint Resolution

If you are not completely satisfied with Inside Financial Services, contact PSI at (866) GOTO-PSI Choice # 3 and discuss your complaints. All incoming complaints are documented and forwarded to the Administrator. After resolution, documentation is kept in a complaint file for five years and it is used for consideration during course updates and improvements.

PSI's contact for complaints is Christopher Lawton (or David Tompkins in Chris' absence). Chris may be reached by telephone at either 1 (866) GOTO PSI (choice # 3) or (973) 895-6061. Chris can also be reached at [clawton@goto-psi.com](mailto:clawton@goto-psi.com) or by fax at (973) 895-4238.

### Refund Policy

If you are not completely satisfied with Inside Financial Services – Banking within 30 days of purchase, PSI will refund your money (if you are an individual user)

If you are an organization wishing to license Inside Financial Services to your audience and wish to discuss PSI's refund policy, please contact Christopher Lawton at either 1 (866) GOTO PSI (choice # 3) or (973) 895-6061. Chris can also be reached at [clawton@goto-psi.com](mailto:clawton@goto-psi.com) or by fax at (973) 895-4238. A refund policy will be discussed and agreed-upon. PSI would like to make sure that you are fully satisfied with our services and will refund your money if you are not entirely satisfied.

Performance Solutions International (PSI) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700 Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org)



# APPENDIX "A"

## PSI'S INSIDE FINANCIAL SERVICES CURRICULUM CONTENT OUTLINE

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PSI's *Inside Financial Services Curriculum* provides an overview of the entire financial services industry. Based on a user's needs, he/she can choose to complete 1 or all 6 of the courses contained in the curriculum:

- Inside Financial Services Overview™
- Inside Retail Banking™
- Inside Investment Management™
- Inside Corporate Services™
- Inside Life Insurance™
- Inside General (P&C) Insurance™

The following sections provide a content outline for each of the 6 courses contained in the curriculum.



## **INSIDE FINANCIAL SERVICES OVERVIEW™**

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This course is designed for professionals within the financial services industry, and it will provide them with a fundamental understanding of the industry and your institution.

Upon completing this course, learners will be able to:

- Explain customer needs met by financial institutions
- Identify different types of financial institutions
- Describe the products and services offered by financial institutions
- Discuss customer delivery channels used by financial institutions
- Recognize risks facing financial institutions and techniques used to manage these risks
- Understand how financial institutions make money
- Identify key industry regulators
- Use additional sources of industry information

This course can be completed in 2.5 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions
- Module One: Customers
  - Conduct financial transactions
  - Access to credit
  - Invest/safe keep excess funds
  - Insure against loss
  - Advice
- Module Two: Types of Financial Institutions
  - Depository institutions
    - Commercial banks
    - Savings banks
    - Credit unions, building societies
  - Capital markets firms
    - Brokerage firms
    - Investment banks



- Asset managers
- Insurance companies
  - Life insurance companies
  - General insurance companies
  - Reinsurance companies
- Other financial institutions
  - Finance companies
  - Trust companies
- Other industry participants
  - “Network” providers (credit card associations, ATM networks, Check free)
  - Exchanges and ECNs
  - Depositories
  - Information providers
  - E-providers (portals, aggregators)
- Module Three: Financial Markets and Instruments
  - Primary and secondary markets
  - Exchanges and OTC markets
  - Money market instruments
  - Equity instruments
  - Debt instruments
  - Derivatives
- Module Four: How Financial Institutions Make Money
  - Sources of revenue
  - Sources of expense
  - Reading a P&L
  - Reading a balance sheet
- Module Five: Risk Management
  - Market risk
  - Credit risk
  - Underwriting risk
  - Liquidity risk
  - Operational risk
  - Political and regulatory risk
- Module Six: Regulation
  - Banking regulators
  - Securities regulators
  - Insurance regulators
  - International associations
- Module Seven: Support and Administrative Functions
  - Treasury/ALM



- Gathering funds
- Interest rate risk management
- Liquidity risk management
  - Risk Management
  - Finance
  - Actuaries
  - IT
  - Marketing
  - Legal, compliance and audit
  - Human Resources
- Summary
  - Review of key topics
  - Where to learn/get more information
- Certification Test
- Glossary of FS Terms



## INSIDE RETAIL BANKING™

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This course is designed for professionals within the banking industry, and it will provide them with a fundamental understanding of the retail banking industry and your institution. Upon completing this course, learners will be able to:

- Explain customer needs met by retail banks
- Identify different types of banks and other financial institutions
- Describe the retail banking products and services offered by banks
- Discuss retail banking delivery channels used by banks
- Recognize risks facing retail banks and techniques used to manage these risks
- Understand how banks make money in retail banking

This course can be completed in 2 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions
- Module One: Retail Banking Customers
  - Customer types
  - Financial needs of customers
  - What customers value
- Module Two: Retail Banking Institutions
  - Commercial banks
  - Savings banks
  - Finance companies
  - Retail brokerage firms
  - Insurance companies
  - Financial portals
- Module Three: Retail Banking Products and Services
  - Deposit services
  - Payment services
  - Lending services
  - Investment management services (note, this is a link to Module Three)



- Module Four: Retail Banking Delivery Channels
  - Branches
  - Self-service terminals
  - Phone-based services
  - On-line services
  - Wireless services
- Module Five: Managing Risks in Retail Banking
  - Market risk (e.g., interest rate risk, prepayment risk)
  - Credit risk
  - Liquidity risk
  - Operational risk
  - Political/regulatory risk
- Module Six: Making Money in Retail Banking
  - Sources of revenue
  - Sources of expense
- Summary
  - Review of key topics
  - Current Issues in Retail Banking
  - Where to learn/get more information
- Certification Test
- Glossary of FS Terms



## **INSIDE INVESTMENT MANAGEMENT™**

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This course is designed for professionals within the investment management industry, and it will provide them with a fundamental understanding of the industry and your institution. Upon completing this course, learners will be able to:

- Explain customer needs met by investment management groups and other financial institutions
- Identify different types of investment management groups
- Describe the products and services offered by investment management groups
- Discuss customer delivery channels used by investment management groups
- Recognize risks facing investment management groups and techniques used to manage these risks
- Understand how investment management groups make money
- Identify key industry regulators
- Use additional sources of industry information

This course can be completed in 2.5 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions

### Module One: Investment Management Customers

- Customer types
- Financial needs of customers
- What customers value

### Module Two: Types of Investment Managers

- Brokerage firms
- Investment banks
- Commercial banks
- Mutual fund groups
- Insurance companies
- Independent financial planners (e.g., accountants, tax advisors)



### Module Three: Investment Management Products and Services

- Financial planning
- Brokerage services
  - Trade execution
  - Trade settlement
  - Research and analysis
  - Margin trading
  - Managed accounts
- Custody
  - Securities lending
  - Short-selling
  - Securities clearing
- Prime brokerage
- Investment funds
  - Mutual funds
  - Closed-end funds
  - Unit investment trusts
  - Exchange-traded funds
  - Hedge funds
- Trust services
- Private banking
- Retirement plan administration

### Module Four: Investment Management Delivery Channels

- Retail delivery channels
- Institutional delivery channels

### Module Five: Managing Risks in Investment Management

- Market risk
  - Interest rate risk
  - Investment risk
  - FX risk
- Liquidity risk
- Operational risk
- Political/regulatory risk

### Module Six: Making Money in Investment Management

- Sources of revenue
- Sources of expense



- Summary
  - Review of key topics
  - Current Issues in Investment Management
  - Where to learn/get more information
- Certification Test
- Glossary of FS Terms



## INSIDE CORPORATE SERVICES™

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This course is designed for professionals within corporate financial services, and it will provide them with a fundamental understanding of the industry and your institution. Upon completing this course, learners will be able to:

- Explain customer needs met by corporate financial services and other financial institutions
- Identify different types of corporate financial services groups
- Describe the products and services offered by corporate financial services
- Discuss customer delivery channels used by corporate financial services groups
- Recognize risks facing corporate financial services groups and techniques used to manage these risks
- Understand how corporate financial services make money
- Identify key industry regulators
- Use additional sources of industry information

This course can be completed in 2.5 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions
- Module One: Corporate and Organizational Customers
  - Customer types
  - Financial needs of customers
  - What customers value
- Module One: Providers of Corporate Financial Services
  - Large commercial banks
  - Small banks (e.g., savings banks)
  - Finance companies
  - Investment banks
- Module One: Corporate Financial Services and Products
  - Corporate finance
    - Commercial lending
    - Investment banking



- Treasury services
- Risk management
- Investment management (note: this is link to Module 3)

#### Module One: Corporate Delivery Channels

- Relationship managers
- On-line services
- Wireless services

#### Module One: Managing Risks in Corporate Financial Services

- Market risk
- Credit risk
- Underwriting risk
- Liquidity risk
- Operational risk
- Political/regulatory risk

#### Module One: Making Money in Corporate Financial Services

- Sources of revenue
- Sources of expense

#### Summary

- Review of key topics
- Current Issues in Corporate Financial Services
- Where to learn/get more information

- Certification Test
- Glossary of FS Terms



## INSIDE LIFE INSURANCE™

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This course is designed for professionals within the life insurance industry, and it will provide them with a fundamental understanding of the life insurance industry and your company. Upon completing this course, learners will be able to:

- Explain customer needs met by life insurance companies
- Identify life insurance companies and other financial institutions
- Describe the life insurance products and services offered by companies
- Discuss delivery channels used by companies offering life insurance
- Recognize risks facing life insurance companies and techniques used to manage these risks
- Understand how companies make money in life insurance

This course can be completed in 2 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions

### Module One: Life Insurance Customers

- Customer types
- Financial needs of customers
- What customers value

### Module Two: Providers of Life Insurance

- Life insurance companies
- Health insurance companies
- Reinsurance companies
- Captive insurance companies
- Self-insurers
- Brokers

### Module Three: Life Insurance Products and Services

- Life insurance products
  - Term life
  - Whole life
  - Endowment policies
  - Universal life



- Unit linked (variable) life
- Credit insurance
- Critical illness
- Annuities
  - Fixed annuities
  - Variable annuities
- Accident and health insurance
  - Disability income insurance
  - Long-term care insurance
- Group insurance
- Pension and retirement plans

#### Module Four: Life Insurance Delivery Channels

- Captive agents
- General agents
- Brokers
- Direct sales (e.g., Internet)
- Bancassurance
- Worksite marketing
- Group insurance and benefits

#### Module Five: Managing Risks in Life Insurance

- Underwriting risk
- Investment risk
- Pricing risk
- Persistency risk
- Fraud risk
- Operational risk
- Regulatory risk

#### Module Six: Making Money in Life Insurance

- Sources of revenue
- Sources of expense
- Summary
  - Review of key topics
  - Current Issues in Life Insurance
  - Where to learn/get more information
- Certification Test
- Glossary of FS Terms



## **INSIDE GENERAL (P&C) INSURANCE™**

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This course is designed for professionals within the general (property & casualty) insurance industry, and it will provide them with a fundamental understanding of the general (P&C ) insurance industry and your company. Upon completing this course, you will be able to:

- Explain customer needs met by financial institutions
- Identify different types of P&C insurance providers and other financial institutions
- Describe the products and services offered by P&C insurance companies
- Discuss customer delivery channels used by P&C insurance companies
- Recognize risks facing P&C insurance companies and techniques used to manage these risks
- Understand how P&C insurance companies make money
- Identify key industry regulators
- Use additional sources of industry information

This course can be completed in 2 hours and includes the following modules:

- Course Introduction:
  - Course Overview
  - Objectives
  - Course Structure
  - Navigation instructions

### Module One: General Insurance Customers

- Customer types
- Financial needs of customers
- What customers value

### Module Two: Providers of General Insurance

- General insurance companies
- Reinsurance companies
- Captive insurance companies
- Self-insurers
- Insurance exchanges
- Brokers



### Module Three: General Insurance Products and Services

- Personal lines
  - Homeowners insurance
  - Motor insurance
- Commercial lines
  - Commercial property insurance
  - Commercial liability insurance
  - Marine, aviation and transportation insurance
  - Other forms of commercial general insurance

### Module Four: General Insurance Delivery Channels

- Direct writers
- Independent agents and brokers
- Exclusive agents
- Direct marketing
- Bancassurance
- Internet

### Module Five: Managing Risks in General Insurance

- Underwriting risk
- Investment risk
- Pricing risk
- Fraud risk
- Catastrophe risk
- Operational risk
- Regulatory risk

### Module Six: Making Money in General Insurance

- Sources of revenue
- Sources of expense

### ● Summary

- Review of key topics
- Current Issues in General Insurance
- Where to learn/get more information

### ● Certification Test

### ● Glossary of FS Terms