



Inside the Industry® Curriculums

PSI's *Inside the Industry®* Curriculums

Below is a summary of each of PSI's *Inside the Industry®* curriculums. The courses within each curriculum are fast-paced, organized in short learning bursts (using interactive videos, games and exercises) and designed for today's busy learners.

Inside Financial Services®

Inside Financial Services ensures you understand the challenges facing financial institutions today. Digital disruption, fintech challengers, pressure on profitability, regulatory burdens and risk management concerns are just some of the challenges discussed in the Inside Financial Services courses. This curriculum ensures you understand these challenges and elevates your industry IQ.

PSI's Inside Financial Services Curriculum includes the following 50-minute, CPE compliant courses:

- *Introduction to Financial Services*
- *Inside Corporate Finance*
- *Inside Risk Management*
- *Inside Retail Banking*
- *Inside Transaction Banking*
- *Inside Financial Services Regulation*
- *Inside Investment Management*
- *Inside Capital Markets*
- *Making Money in Financial Services*

Inside Insurance®

Inside Insurance delivers the skills, insight and knowledge you need to be successful in the insurance industry. The insurance industry is complex and dynamic, and insurance companies today face a challenging environment, including intense competition, digital disruption and emerging risks. PSI's courses give you the knowledge and skills needed to be effective in your role.

PSI's Inside Insurance Curriculum includes the following 50-minute, CPE compliant courses:

- *Introduction to Insurance*
- *Inside Life Insurance*
- *Inside Insurance Risk Management*
- *Inside General Insurance*
- *Making Money in Insurance*

Inside Health Care and Life Sciences®

Inside Health Care and Life Sciences helps you understand the challenges facing biopharma companies, medtech companies, health care providers and health care payers. Rising health care costs, Covid-19, increasing consumerization and advances in science and technology are forcing significant changes in the health care and life sciences industry (HCLS). Participants in this industry are under tremendous pressure to improve efficiency and identify new revenue sources. PSI's courses improve your understanding of these challenges and help build industry insight.

PSI's Inside Health Care and Life Sciences Curriculum includes six 50-minute, CPE compliant courses:

- *Introduction to HCLS*
- *Inside Health Care Payers and Plans*
- *Inside Medical Technology*
- *Inside Health Care Providers*
- *Inside Life Sciences*
- *Making Money in HCLS*



Inside the Industry[®] Curriculums

Inside Technology, Media, and Telecommunications[®]

Inside Technology, Media, and Telecommunications delivers the industry insight you need to be successful. Innovation is transforming products and services, customer experiences, business models and market dynamics throughout the technology, media and telecommunications (TMT) industry. You must understand this exciting, complex and important industry to deliver value. PSI's courses can deliver that edge by providing the TMT industry insight needed to be successful.

PSI's Inside Technology, Media and Telecommunications Curriculum includes five 50-minute, CPE compliant courses:

- *Introduction to Technology, Media and Telecommunications*
- *Inside Technology*
- *Inside Media and Entertainment*
- *Inside Telecommunications*
- *Making Money in Technology, Media and Telecommunications*



Inside the Industry[®] Curriculums

PSI Partner Curriculums

PSI partners with other organizations to bring you additional industry training. Like the PSI curriculums, the partner curriculums also include links within the courses to access their industry wikis (Industry Insights).

Manufacturing

The Manufacturing curriculum covers the fundamentals of manufacturing. It delves into specific manufacturing, energy, and related industries in more detail, giving you the credibility and confidence needed to seek out and maintain successful, lasting client relationships.

INTRODUCTION TO MANUFACTURING

- [Industry Overview](#)
- [Logistics](#)
- [Plant Operations](#)
- [Product Development](#)
- [Running the Business](#)
- [Sales, Marketing & Customer](#)
- [Supply Chain Management](#)

MANUFACTURING & ENERGY INDUSTRIES

- [Aerospace](#)
- [Automotive](#)
- [Chemicals](#)
- [High Tech](#)
- [Industrial Machinery](#)
- [Oil & Gas](#)
- [Utilities](#)

Retail Fundamentals

The Fundamentals of Retail suite covers many aspects of retailing, including industry trends, retail financials, typical organization structures, key departmental business processes, key performance indicators and much else.

The suite consists of 10 modules:

- Retail Background and Trends
- Overview of Key Retail Processes
- Retail Key Performance Indicators
- Retail Financials
- Retail Organization
- Introduction to Store Operations
- Buying, Category and Merchandise Management
- E-Commerce and Omni-Channel Retailing
- Retail Marketing
- Retail IT Architecture



Inside the Industry[®] Curriculums

The Fundamentals of Consumer Goods

The Fundamentals of Consumer Goods curriculum covers many aspects of the consumer goods business, primarily addressing the industry's sales, marketing and supply chain. The curriculum looks at industry trends, financials, key performance indicators, typical organization structures, key departmental business processes and much more.

The suite consists of 6 modules:

- Consumer Goods Industry Overview
- A Typical Consumer Goods Organization Structure
- Consumer Goods Financials and Key Performance Indicators
- Consumer Goods Supply Chain
- Touch Points Between Consumer Goods Companies and Retailers
- Consumer Goods Sales and Marketing