

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

PSI's *Inside Financial Services Curriculum* online courses provide the relevant industry knowledge your professionals need in a self-directed, e-learning environment. The courses are designed with today's learners in mind. Our mobile-enabled courses are fast-paced and include:

- Interactive videos and exercises
- Current industry content your professionals need to understand the technology-focused, ever-changing banking environment





Each course is supported by PSI's *Inside Financial Services Wiki* which is a repository of "everything you need to know about banking and financial services". The *Inside Financial Services Wiki* is a tool that learners can use:

- During the training to enhance their understanding or learn more about particular topics
- After the training as a performance support tool
  - Users can access the Wiki at any time to:
    - Look up industry information
    - Prepare for meetings
    - Learn more about new areas of the business

By using PSI's *Inside Financial Services Curriculum* and Wiki, your learners will have access to the requisite foundation of financial services industry knowledge they need to be successful.

PSI's *Inside Financial Services Curriculum* includes the following 50-minute courses:

- [\*Introduction to Financial Services\*](#)
- [\*Inside Retail Banking\*](#)
- [\*Inside Investment Management\*](#)
- [\*Inside Corporate Finance\*](#)
- [\*Inside Transaction Banking\*](#)
- [\*Inside Capital Markets\*](#)
- [\*Inside Risk Management\*](#)
- [\*Inside Financial Services Regulation\*](#)
- [\*Making Money in Financial Services\*](#)

Each course will take 50-60 minutes to complete and qualifies for one (1) CPE Credit.

PSI updates each course every 12-18 months.

## Introduction to Financial Services

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This course provides learners with an introduction to the financial services industry.

Upon completing this course learners will be able to:

- Name financial services customers
- Identify participants within the financial services industry
- Recall the industry segments
- Recognize important executives within financial institutions
- Identify the challenges facing the financial services industry

Topics covered in this course include:

- Customers of financial institutions
  - Individuals
    - What individual customers need
  - Businesses
    - What business customers need
  - Public sector organizations
  - Other financial institutions
- Industry participants
  - Banks
    - Commercial banks
    - Savings banks
    - Cooperative banks (credit unions)
  - Capital markets firms
    - Investment banks
    - Brokerage firms
    - Investment management firms
  - Other financial institutions
    - Finance companies
    - Insurance companies
  - Fintech firms
  - Other industry participants
    - Payment processors
    - Execution venues
    - Clearinghouses
    - Depositories
    - Information providers

- Industry segments
  - Retail banking
  - Investment management
  - Corporate finance
  - Transaction banking
  - Capital markets
- Important executives within support functions (and their responsibilities)
  - Chief Financial Officer
  - Chief Risk Officer
  - EVP, Global Technology and Operations
  - Chief Information Officer
  - Chief Compliance Officer
- Industry challenges
  - Economic and market conditions
  - Regulatory burden
  - Digital disruption
  - Risk management

## Inside Retail Banking

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This course introduces the retail banking segment of the financial services industry.

Upon completing this course learners will be able to:

- Name retail banking customers
- Identify the providers of retail banking services
- Recall retail banking products and services
- Describe retail banking delivery channels
- Recognize important executives within retail banking
- Explain the challenges facing the retail banking industry

Topics covered in this course include:

- Customers
  - Mass affluent customers
  - Mass market customers
  - Small businesses
  - What customers value
- Providers
  - Banks
  - Finance companies
  - Fintech firms
- Products and services
  - Deposit services
  - Consumer payments
    - Card payments
    - ACH payments
    - Online payments
    - Mobile payments
    - P2P payments
    - Check payments
  - Mortgage loans
  - Consumer finance
- Delivery channels
  - Branches
  - Self-service terminals
  - Online banking
  - Mobile banking

- Contact centers
- Executives
  - President, Retail Banking
  - EVP, Branch Banking
  - SVPs, Product Management
  - SVPs, Customer Segments
  - SVP, Retail Banking Operations
- Industry challenges
  - Digital disruption
  - Competition
  - Regulatory burden
  - Risk management
  - Changes in consumer payments
  - Pressure to improve efficiency
  - Revenue growth

## Inside Investment Management

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This course introduces the investment management segment of the financial services industry.

Upon completing this course learners will be able to:

- Name investment management customers
- Identify different types of investment management providers
- Recall investment management products and services
- Recognize important executives within investment management
- Identify the challenges facing the investment management industry

Topics covered in this course include:

- Customers
  - Individuals
  - Institutional investors
  - What customers value
- Providers
  - Banks
  - Brokerage firms
  - Mutual fund companies
  - Investment banks
  - Trust companies
  - Hedge fund firms
  - Private equity firms
  - Life insurance companies
  - Independent financial advisors
- Products and services
  - Financial planning
  - Retail brokerage services
  - Asset management
    - Portfolio management
    - Investment funds
    - Managed accounts
  - Trust services
  - Private banking
- Executives
  - President, Investment Management
  - EVP, Asset Management



- Chief Investment Officer
- EVP, Retail Brokerage
- EVP, Private Banking
- Industry challenges
  - Changing clients
  - Digital disruption
  - Competition
  - Shift to passive investing
  - Regulatory burden

## Inside Corporate Finance

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This course introduces the corporate finance segment of the financial services industry.

Upon completing this course learners will be able to:

- Name corporate finance customers
- Identify different types of corporate finance providers
- Recall corporate finance products and services
- Recognize important executives within corporate finance
- Identify the challenges facing the corporate finance industry

Topics covered in this course include:

- Customers
  - Businesses
  - Public sector customers
  - Other organizations
  - What customers value
- Providers
  - Large commercial banks
  - Investment banks
  - Commercial finance companies
  - Small banks
- Products and services
  - Commercial lending
    - Term vs. revolving loans
    - Fixed-rate vs. variable-rate loans
    - Secured vs. unsecured loans
    - Commercial term loans
    - Short-term credit facilities
    - Leases
    - Commercial real estate
    - Project finance
    - Syndicated loans
    - Loan origination, closing and administration
  - Investment banking
  - Advisory services
  - Securities underwriting
  - Asset securitization



- Structured finance
- Research and analysis
- Executives
  - President, Corporate Banking
  - EVP, Global Banking
  - SVP, Global Banking Sales
  - EVP, Commercial Banking
  - SVP, Commercial Banking Sales
  - SVPs, Product Management
  - SVP, Loan Operations

- Industry challenges
  - Economic conditions
  - Regulatory burden
  - Digital disruption
  - Competition
  - Credit risk management
  - Revenue growth

## Inside Transaction Banking

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This course introduces the transaction banking segment of the financial services industry.

Upon completing this course learners will be able to:

- Name transaction banking customers
- Identify different types of transaction banking providers
- Recall transaction banking products and services
- Recognize important executives within transaction banking
- Identify the challenges facing the transaction banking industry

Topics covered in this course include:

- Customers
  - Businesses
  - Government agencies and other organizations
  - Institutional investors
  - Other financial institutions
  - What customers value
- Providers
  - Global leaders
  - Regional leaders
  - Small providers

- Products and services
  - Treasury services
    - Receivables services
    - Payables services
    - Liquidity management services
  - Trade finance
    - Documentary collections
    - Commercial letters of credit
  - Securities services
    - Issuer services
    - Broker and advisor services
    - Custody
- Executives
  - EVP, Transaction Banking
  - SVP, Global Banking Sales
  - SVP, Financial Institutions
  - SVPs, Product Management
  - EVP, Global Technology and Operations
- Industry challenges
  - Changing client expectations
  - Digital disruption
  - Regulatory burden

## Inside Capital Markets

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This course introduces the capital markets segment of the financial services industry.

Upon completing this course learners will be able to:

- Name capital markets customers
- Identify different types of capital markets providers services
- Define financial markets and instruments
- Recall capital markets products and services
- Recognize important executives within capital markets
- Identify the challenges facing the capital markets industry

Topics covered in this course include:

- Customers
  - Institutional investors
  - Other financial institutions
  - Large corporations
  - What customers value
- Providers
  - Banks
  - Execution venues
  - Clearinghouses
- Financial markets and instruments
  - Money markets vs. capital markets
  - Primary markets vs. secondary markets
  - Asset classes
    - Equities
    - Fixed income instruments
    - Commodities
    - Derivatives
- Products and services
  - Trade execution services
  - Securities clearing
  - Trade settlement
  - Market making
  - Proprietary trading
  - Electronic trading
  - Quantitative trading

- Research and analysis
- Prime brokerage
- Executives
  - EVP, Capital Markets
  - SVP, Equities
  - SVP, Fixed Income, Currencies and Commodities
  - SVP, Structured Products
  - Chief Risk Officer
- Industry challenges
  - Market conditions
  - Digital disruption
  - Regulatory burden
  - Changing business models

## Inside Risk Management

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This course focuses on risk management within financial institutions.

Upon completing this course learners will be able to:

- Name the risks facing financial institutions
- Identify the techniques and tools used by financial institutions to manage risks
- Recall the current risk management challenges facing financial institutions today
- Recognize important executives responsible for risk management within financial institutions

Topics covered in this course include:

- Market risk
  - Trading risk
  - Interest rate risk
  - Currency risk
  - Managing market risk
  - Challenges in market risk management
- Credit risk
  - Default risk
  - Issuer risk
  - Counterparty risk
  - Managing credit risk
  - Challenges in credit risk management
- Liquidity risk
  - Managing liquidity risk
  - Asset/liability management
  - Challenges in liquidity risk management
- Operational risk
  - Managing operational risk
  - Information security
  - Cybersecurity
  - Fraud risk
  - Challenges in operational risk management
- Legal and compliance risk
- Strategic risk
- Enterprise risk management
- Important executives and committees



- Global Risk Committee
- Chief Risk Officer
- Asset/Liability Committee
- Corporate Treasury
- Credit Risk Committee
- Chief Credit Officer
- SVP, Operational Risk Management
- Chief Security Officer

## Inside Financial Services Regulation

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This course provides a fundamental understanding of financial services regulation.

Upon completing this course learners will be able to:

- Name industry regulators
- Identify important industry regulations
- Recognize important executives within financial institutions responsible for regulatory compliance
- Identify steps financial institutions are taking to improve compliance
- Topics covered in this course include:
- Industry regulators
  - Domestic industry regulators
    - Primary banking regulators:
      - The Federal Reserve
      - The Office of the Comptroller of the Currency (OCC)
      - The Federal Deposit Insurance Corporation (FDIC)
      - The Consumer Financial Protection Bureau (CFPB)
      - The National Credit Union Association (NCUA)
    - The primary securities regulators:
      - The Securities and Exchange Commission (SEC)
      - The Commodity Futures Trading Commission (CFTC)
  - Central banks and the Federal Reserve
  - Self-regulatory organizations
  - International associations
- Industry regulations
  - Capital and supervisory rules
    - Basel III
    - Stress testing
  - Anti-money laundering
  - Consumer privacy and data protection
  - Securities trading
    - MiFID II
    - OTC derivatives trading rules
    - Proprietary trading restrictions
  - NOTE: Learners are provided with links to other industry regulations in the *Inside Financial Services® Wiki*
- Executives

- General Counsel
- Chief Compliance Officer
- SVP, Internal Audit
- Regulatory compliance
  - Improving and testing controls across the “three lines of defense”
  - Centralizing compliance management
  - Improving coordination between Compliance, Risk Management, Finance and IT
  - Investing in technology

## Making Money in Financial Services

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This course provides a fundamental understanding of how financial institutions make money and track their financial performance.

Upon completing this course learners will be able to:

- Identify the sources of revenue and expense for financial institutions
- Name the primary financial statements used by financial institutions
- Explain key performance indicators (KPIs) used by financial institutions
- Recall sources of financial information
- Use financial information to better understand specific financial institutions

Topics covered in this course include:

- Why is financial information important
  - Understand business and strategy
  - Participate in conversations with senior business executives
  - Prioritize efforts
- Sources of revenue and expense
  - Net interest income
    - Interest income
    - Interest expense
    - Provision for credit losses
  - Fee income
    - Account fees
    - Transaction fees
    - Asset management fees
    - Advisory fees
    - Trading gains
    - Capital gains
  - Operating expense
    - Compensation costs
    - Occupancy costs
    - Equipment expense
    - Marketing and advertising costs
    - Legal, accounting, auditing and other professional fees
- Financial statements
  - Income statement
    - Net interest income

- Fee income
  - Provision for credit losses
  - Operating expense
  - Net income
- Balance sheet
  - Assets
  - Liabilities
  - Shareholders' equity
- Key performance indicators (KPIs)
  - Return on equity (ROE)
  - Return on assets (ROA)
  - Efficiency ratio
  - Spread and net interest margin
  - Capital ratios
- Sources of financial information