

INSIDE FINANCIAL SERVICES® CURRICULUM

To effectively position your firm's solutions and engage with key financial services executives, client-facing professionals must understand the financial services business and industry.

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

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



The content in each course has a focus on the technologies driving the banking industry including digital disruption, FinTech, analytics, artificial intelligence and more. For new industry entrants, it is critical that they are familiar with not only the foundations of banking but the technologies that are driving our industry.

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 select 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 NINE 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 qualify for one (1) CPE Credit.

PSI updates each course every 12-18 months and updates the Wiki on an ongoing basis.

INTRODUCTION TO FINANCIAL SERVICES

Course Objectives

- 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

Course Outline

Customers

- Individual customers
- Business customers
- Public sector customers
- Other financial institutions

Industry Participants

- Banks
 - Commercial banks
 - Savings banks
 - Cooperative banks (credit unions)
 - Postal savings banks
- Capital markets firms
 - Investment banks
 - Brokerage firms
 - Investment management firms
- 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

Executives

- 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

Course Objectives

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

Course Outline

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

Course Objectives

- 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

Course Outline

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
 - Mutual funds
 - Exchanged traded funds

- Hedge funds
 - Private equity 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

Course Objectives

- 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

Course Outline

Customers

- Businesses
- Public sector customers
- Other organizations
- What customers value

Providers

- Large commercial banks
- Investment banks
- Commercial finance companies
- Institutional investors
- Small banks

Products and services

- Commercial lending
 - Term vs. revolving loans
 - Fixed-rate vs. variable-rate loans

- Secured vs. unsecured loans
- Types of Commercial Loans
 - Commercial term loans
 - Short-term credit facilities
 - Leases
- Specialized Loans
 - Commercial real estate
 - Project finance
 - Syndicated loans
- Commercial Lending
 - Loan origination
 - Loan closing
 - Loan 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

Course Objectives

- 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

Course Outline

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

Course Objectives

- 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

Course Outline

Customers

- Institutional investors
- Other financial institutions
- Large corporations
- What customers value

Providers

- Large 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
- Geographies

Products and services

- Trade execution services
- Securities clearing
- Trade settlement
- Market making
- Proprietary trading
- Electronic trading
- Quantitative trading
- High frequency trading
- 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

Course Objectives

- 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

Course Outline

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

Legal and compliance risk

Strategic risk

Enterprise risk management

Important executives and committees

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

INSIDE FINANCIAL SERVICES REGULATION

Course Objectives

- 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

Course Outline

Industry regulators

- Domestic industry regulators
 - The US
 - China
 - The EU
 - The UK
- Central Banks
- Self-regulatory organizations
- International associations

Industry regulations

- Capital and supervisory rules
 - Basel III and Basel IV
 - Stress testing
- Anti-money laundering
- Consumer privacy and data regulations
- Securities trading regulations
 - MiFID II
 - Derivatives trading rules
 - Proprietary trading restrictions

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
- Developing standardized data platforms
- Employing dashboards
- Investing in robotic process automation
- Improving regulatory archiving
- Leveraging surveillance tools
- Outsourcing elements of regulatory reporting

MAKING MONEY IN FINANCIAL SERVICES

Course Objectives

- 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

Course Outline

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

Using Financial Information

- Sources of Financial Information