



EXAM INFORMATION

Items

58

Points

74

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

BUSINESS MANAGEMENT AND
ADMINISTRATION
FINANCE

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Students will gain an understanding of the banking and financial industries. The course will include an understanding of basic economics as the underlying basis of the transfer and growth of money in the financial services system. Students will gain an understanding of the securities, banking, and insurance industries. This will include information that will not only help them to be better consumers, but to gain the skills and knowledge to begin pursuit of careers in the various fields and/or allow for college readiness.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Financial Services & Economy	11%
2- Career Opportunities	9%
3- Credit & Lending Functions	17%
4- Basic Financial Concepts	11%
5- Securities Market	15%
6- Stocks & Bonds	13%
7- Mutual Funds & ETFs	8%
8- Insurance	16%



STANDARD 1

STUDENTS WILL UNDERSTAND THE ROLE OF FINANCIAL SERVICES IN THE ECONOMY.

- Objective 1 Introduce and describe the various financial products and services available (deposit accounts, investments, insurance).
- Objective 2 Describe how a financial institution makes money (the fractional reserve system); the role of savers and borrowers; and how the money supply impacts global economies.
- Objective 3 Describe common deposit accounts offered by financial institutions (savings, CDs, checking, money market).
- Objective 4 Identify the various interest rates (prime, discount, etc.), their relationships, and their impact on the economy.
- Objective 5 Define inflation, deflation, recession, and economic cycles and their impact on the economy.
- Objective 6 Explore the current and past legislative and regulatory changes affecting financial services and products.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL UNDERSTAND TERMINOLOGY WITHIN THE FINANCIAL SERVICES INDUSTRY AND THE AVAILABLE CAREER OPPORTUNITIES.

- Objective 1 Identify the differences between banks, credit unions, and other financial services institutions.
- Objective 2 Define the roles and purposes of the Federal Reserve as a central bank.
- Objective 3 Identify career opportunities in the financial services industry.
- Objective 4 Explain the importance of ethics and the fiduciary duty between financial service professionals and their clients.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL UNDERSTAND CREDIT AND LENDING FUNCTIONS AND PRODUCTS WITHIN THE FINANCIAL SERVICES INDUSTRY.

- Objective 1 Distinguish between open and revolving loans vs. closed and installment loans.
- Objective 2 Understand what a mortgage is, and types of mortgages, mortgage fees, and how to compare mortgages.
- Objective 3 Describe the process of applying for a loan.



- Objective 4 Describe the requirements of lending institutions for credit approval (e.g., character, capacity, collateral, capital, conditions).
- Objective 5 Identify ways to establish and maintain a good credit rating, the role of credit bureaus, and the debt-to-income ratio.
- Objective 6 Describe current and past laws and regulations that relate to lending, including payday/title loan lenders.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL UNDERSTAND BASIC FINANCIAL CONCEPTS.

- Objective 1 Explain the concept of compound interest and simple interest and the importance of time in accumulating wealth (APR should be included in discussion.).
- Objective 2 Explain amortization and how interest rates affect the costs of loans, including usury laws.
- Objective 3 Explain the risk/reward rule and identify potential exceptions and consequences as a result of understanding the rule.
- Objective 4 Discuss the time value of money and the Rule of 72.
- Objective 5 Understand tax implications of different financial products and services.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL UNDERSTAND THE STRUCTURE OF THE SECURITIES MARKETS.

- Objective 1 Identify the various securities products and offerings.
- Objective 2 Explain the role of FINRA, SEC, and the Federal Reserve in regulating securities activities, insider trading, and securities fraud.
- Objective 3 Identify the various securities exchanges and the differences between them including New York Stock Exchange (NYSE Euronext), American Stock Exchange (AMEX), National Association of Securities Dealers Automated Quotation system (NASDAQ), and Chicago Board of Trade (CME group), over-the-counter (OTC) and penny stocks, and regional exchanges.
- Objective 4 Identify international securities exchanges and the international foreign exchange market (FOREX).
- Objective 5 Study the basics of the global currency markets and their impact.
- Objective 6 Explain the importance and role of various tracking devices and indexes in the securities market (DJIA, S&P, Russell, etc.).
- Objective 7 Describe the process of executing a stock transaction and tracking your portfolio.
- Objective 8 Identify the difference between a bull and a bear market.

Standard 5 Performance Evaluation included below (Optional)



STANDARD 6

STUDENTS WILL UNDERSTAND THE PROCESS OF VALUING AND SELECTING STOCKS AND BONDS BASED ON RISK/TOLERANCE.

- Objective 1 Discuss the various measurements of valuing a public company, including price earnings (PE) ratio, dividends, earnings per share (EPS), etc.
- Objective 2 Identify the differences between common and preferred stocks (growth, value, penny, blue chip, etc.).
- Objective 3 Define margin and short selling strategies.
- Objective 4 Explain why stock prices change (supply, demand, stock splits, and current events).
- Objective 5 Explain how to read and understand a stock quote.
- Objective 6 Explain the concept of dollar-cost-averaging and its use to minimize risk.
- Objective 7 Describe the characteristics of corporate bonds, convertible bonds, treasury bills and bonds, savings bonds, municipal bonds, and junk bonds.
- Objective 8 Explain the process of a company choosing to issue stocks.

STANDARD 7

STUDENTS WILL UNDERSTAND THE BASICS OF MUTUAL FUNDS AND/OR ETF'S AS FINANCIAL SERVICE PRODUCTS.

- Objective 1 Explain how to buy and sell mutual funds and/or EFTs as opposed to investing directly via individual stocks.
- Objective 2 Describe the different fees associated with investing and owning mutual funds and/or EFTs.
- Objective 3 Describe the net asset value (NAV) as it relates to the daily valuing of a mutual fund.
- Objective 4 Compare and contrast EFTs and mutual funds (e.g., ease of trade, fees). through the securities markets.

Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL UNDERSTAND THE ROLE OF INSURANCE IN THE FINANCIAL SERVICES INDUSTRY.

- Objective 1 Define insurance as it relates to the transfer of risk from one party to another.
- Objective 2 Describe the regulatory environment of the insurance industry and explain the role of the State Insurance Commission.
- Objective 3 Identify and describe different types of insurance, including, but not limited to: disability, auto, health, supplemental, Medicare, Medicaid, Social Security, product liability, errors and omission, life, credit, homeowners, renters, title, and mortgage.
- Objective 4 Define basic terminology, including, but not limited to, premium, grace period, riders, endorsements, deductibles, liability, claims, insurance fraud, insurable interest and beneficiary.



Objective 5 Describe the benefits and restrictions of term life insurance.

Objective 6 Describe the characteristics of permanent life insurance, including face amount, cash value, premium, etc.

Standard 8 Performance Evaluation included below (Optional)



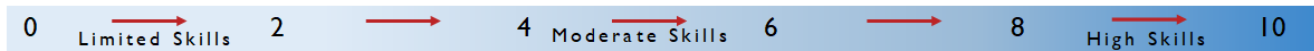
Banking and Finance Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Financial Services & Economy

Score:

- Explain the role of the Financial Services industry in our economy

STANDARD 2 Career Opportunities

Score:

- Identify multiple career opportunities in the financial services industry.

STANDARD 3 Credit & Lending Functions

Score:

- Understand the advantages and disadvantages of obtaining and extending credit.

STANDARD 4 Basic Financial Concepts

Score:

- Demonstrate competency using financial calculations in creation of wealth.

STANDARD 5 Securities Market

Score:

- Explain the process of a securities transaction.
- Demonstrate the correct reading of a variety of securities quotes.

STANDARD 7 Mutual Funds & ETFs

Score:

- Explain the difference between mutual funds and other investment tools.

STANDARD 8 Insurance

Score:

- Explain insurance products and how it relates to the financial industry.

PERFORMANCE STANDARD AVERAGE SCORE:



Banking and Finance Vocabulary

Adjuster	Family of Funds	NYSE (New York Stock Exchange)
Agent	FDIC (Federal Deposit Insurance Corporation)	OTC (Over the Counter Market)
AMEX (American Stock Exchange)	Federal Reserve	Payment
Auto Loans	Financial Institution	Penny Stocks
Bank Manager	Financial Planner	Preferred Stock
Bank Loan Officer	Front Load	Premium
Bank Teller	FSLIC	PE Ratio (Price Earnings Ratio)
Bear Market	Full Service Broker	Prime Rate
Beneficiary	Grace Period	Principal
Bonds:	Group Health Insurance	Property Casualty Insurance
- Convertible	Homeowners Insurance	Prospectus
- Corporate	Individual Health Insurance	Requirements for a loan
- Municipal	Inflation	Riders/Endorsements
- Savings	Initial Public Offering (IPO)	Risk/Return
- Treasury	Insider Trading	Savings Bond
Bull Market	Insurance	SEC (Securities and Exchange Commission)
Cash Value	Interest Rate	Short Selling
Co-signer	Liability Limits - 100/250/100	Specialist
Collateral	Liability Coverage	Spread
Collision Coverage	Life Insurance	S&P 500 (Standard & Poors 500)
Common Stock	Limited Liability	State Insurance Commission
Compound Interest	Load	Stock Split
Comprehensive Coverage	Loans	Stock Options
Convertible Bond	Management Fees	Tax Free
Corporation	Margin	Tax Deferred
Credit	Market Maker	Tax Deductible
Credit Rating	Municipal Bond	Tax Exempt
Credit Union	Mutual Funds	Term
Debt: Income Ratio	NASD (National Association of Securities Dealers)	Term Life
Deductible	NASDAQ (National Association of Securities Dealers Automated Quotation system)	Ticker Tape
Discount Broker	NCUA (National Credit Union Association)	Time Value of Money
Dividends	NAV (Net Asset Value)	Treasury Bill
DJIA (Dow Jones Industrial Average)	No Fault Insurance	Universal Life
Discount Rate	Non-taxable Income	Voluntary Compliance
Dollar Cost Averaging		Whole Life Insurance
Dow Jones Industrial Average		