

In continued support of corporate training and development, Cambridge College Global (CCG) is pleased to offer Principles of Banking (BNK 201W) **to all employees at a discounted tuition of \$300.00**. This 8-week online undergraduate course will be offered to your employees who are not currently enrolled at CCG. Employees who successfully complete the course will receive a Certificate of Completion. Those who subsequently enroll in a CCG undergraduate degree program will also be awarded 3 credits toward the completion of the degree.

Course Description

Fundamentals of Banking provides students with an overview of the history, purpose, and functions of banking. The course focuses on how banks serve the financial needs of individuals, businesses, and government in today's competitive environment. Students will compare financial services offered through traditional banking institutions with other financial intermediaries.

Assignments and readings are due weekly, and a research paper is due at the end of the term.

Course Outcomes

At the completion of this course, students should be able to:

- Assess the evolutionary structure in conflict with a sound banking system in the U.S.
- Discuss the unique structure of the Federal Reserve as a Central Bank.
- Determine and discuss regulations and actions to safe keep customer assets and information.
- Determine traditional and Non-Traditional bank products and services and the impact of regulatory limitation.
- Assess risk management, bank profitability and capital standards in comparison to bank powers.
- Discuss trends in customer retention and growth.
- Assess the goals of regulation and competing theories.
- Interpret the current state of the economy and assess how new banking regulation may reshape the environment.

2024 Course Start Date: September 2

2025 Course Start Dates: January 6 · May 6

The availability of the discounted course offer on the above start dates is contingent upon sufficient enrollment to establish a cohort. CCG reserves the right to cancel the discounted course offer at any time.

Weekly Schedule

| Topic | Outcomes |
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| Introduction and Evolution of Banking (Week 1) | <ul style="list-style-type: none"> • Describe the development of the banking system and the importance of banks • Identify charter, ownership, and types of financial institutions • Identify the different types of financial institutions in the US today. • Discuss the importance of ethics in a sound banking system. |

| Topic | Outcomes |
|---|--|
| The Federal Reserve as the Central Bank of the United States (Week 2) | <ul style="list-style-type: none"> • Describe the organization of the Federal Reserve System. • Explain the responsibilities of the FED. • Compare Monetary Policy to Fiscal Policy. • Recognize what is involved in a bank examination. |
| Deposits, Negotiable Instruments/Payments (Week 3) | <ul style="list-style-type: none"> • Identify the various types of deposit accounts offered by banks. • Describe the nature of the contractual relationship between the depositor and the bank. • Explain the differences between the various account titles. • Understand the components and processes of checking. |
| Customer Service and Sales (Week 4) | <ul style="list-style-type: none"> • Analyze how customer relations are built by sales, marketing and other departments in a bank. • Explain how to meet customer expectations. • Discuss how to sell effectively. • Describe effective bank product development. |
| Non-traditional Bank Products and Services (Week 5) | <ul style="list-style-type: none"> • Explain cash management services for businesses. • Differentiate insurance products banks offer. • Identify bank trust services. • Research laws and regulations that pertain to non-traditional services. |
| Lending (Week 6) | <ul style="list-style-type: none"> • Explain the importance of the lending function. • Outline the lending products available to bank customers. • Identify the steps in the lending process. • Understand the laws and regulations that pertain to lending. |
| Bank Investments and Property Management (Week 7) | <ul style="list-style-type: none"> • Analyze typical performance measures in banking. • Explain risk management criteria. • Describe quantitative metrics of bank performance. • Characterize financial performance reports. |
| Safekeeping Customer Assets (Week 8) | <ul style="list-style-type: none"> • Evaluate fraud and other crimes. • Argue how banks protect customers and their privacy. • Outline how banks contribute to the protection of all citizens. • Examine how banks secure data. |

For more information and/or to register please contact:

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