



Banking and Finance

Primary Career Cluster:	Finance
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C29H03
Prerequisite(s):	<i>Accounting I</i> (C29H00)
Credit:	1
Grade Level:	11-12
Focused-Elective Graduation Requirements:	None
POS Concentrator:	This course satisfies one out of two required courses to meet the Perkins V concentrator definition, when taken in sequence in an approved program of study.
Programs of Study and Sequence:	This is the third course in the <i>Banking and Finance</i> program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org/ FBLA: http://www.fblatn.org
Promoted Tennessee Student Industry Credentials:	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit https://www.tn.gov/education/career-and-technical-education/student-industry-certification.html .
Teacher Endorsement(s):	030, 033, 035, 039, 052, 054, 152, 153, 158, 201, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476, 952, 953, 958
Required Teacher Certifications/Training:	None
Teacher Resources:	https://www.tn.gov/education/career-and-technicaleducation/career-clusters/cte-cluster-finance.html . Best for All Central: https://bestforall.tnedu.gov/

Course-at-a-Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career & technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in the CTSO Fall Leadership Conference, DECA and FBLA Fall Leadership Camps, FBLA Regional and State Leadership Conferences, and the DECA Emerging Leader Summit to engage with peers, demonstrate logical thought processes, and develop industry specific skills that involve teamwork and project management
- Participate in conferences that promote career development such as DECA Career Pathways and Career Development Conferences
- Participate in FBLA career competitive events that highlight career development, including developing an electronic career portfolio, interviewing skills, career exploration, and crafting an elevator speech
- Participate in DECA competitive events such as AT&T Later Haters Challenge, Business Finance Series, Financial Consulting, Finance Operations Research, Financial Services Team Decision Making, Principles of Finance, Stock Market Game, and Financial Literacy Project
- Participate in FBLA competitive events such as Banking and Financial Systems, Business Financial Plan, Economics, Middle-Level Business Math and Financial Literacy, Securities and Investments, Spreadsheet Applications, Insurance and Risk Management, and Business Calculations

For more ideas and information, visit Tennessee DECA at <https://www.decatn.org/> and Tennessee FLBA at <https://www.fblatn.org/>.

Using Work-based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standards 1.1-1.2** | Industry tours and job shadowing with local financial and banking institutions to illustrate the differences among various financial institutions and banking systems.
- **Standards 2.1-2.3** | Guest speakers and informational interviews with professionals from the Federal Reserve or an equivalent organization.
- **Standards 3.2-3.3** | Integrated project with multiple interactions with business and industry professionals from credit reporting agencies.

- **Standards 4.4-4.7** | Workplace tours and job shadowing with local financial and banking institutions to demonstrate understanding of a financial institution's management structure and customer service operations.
- **Standards 7.1-7.3** | Workplace tours and job shadowing with local financial and banking institutions and/or virtual exchange with financial and banking professionals to facilitate understanding of financial industry career options.

Course Description

Banking and Finance presents students with real-world banking and financial situations through a partnership with a local financial institution. This business partnership should provide resources for faculty and students, including, for example, mentors, seminars, and hands-on experience with day-to-day banking operations. Upon completion of this course, proficient students will have a strong foundation for continued education in finance and business administration, specializing in occupations that support banking and financial institutions.

Course Standards

1. Banking and Finance Basics and Professionalism

- 1.1 Financial Institutions: Define **financial institution** and examine **types of financial institutions** (e.g., commercial banks, credit unions, savings and loans institutions, money center banks), their major functions, services, and roles with the U.S. banking system, and explain their impact on the economy and individual communities.
- 1.2 Origins and Purpose of Banking: Explore the **history of banking systems** from ancient to modern times, evaluating models, milestone events, court decisions, and legislation that contribute to today's U.S. banking system.
- 1.3 Professionalism: Identify key components of **workplace professionalism**, including attendance/punctuality, professional dress and behavior, positive attitude, collaboration, honesty and respect, responsibility, appropriate use of technology, etc. Research additional **professional standards** specific to the banking and finance industry. Demonstrate these professional standards and **employability skills** when participating in class, interacting with peers, and completing coursework.
- 1.4 Customer Service: Explore customer service's role in the financial services industry and the importance of effective **customer relations**, including the importance of developing relationships, building rapport and trust, matching products and services to a customer's needs, and maintaining customer confidentiality.

2. The Federal Reserve and Monetary Policy

- 2.1 Money: Identify **money's characteristics and functions**, as well as the **Federal Reserve's measures** to calculate the money supply. Research and explain how banks make money, focusing on the role of savers and borrowers, interest, and the fractional reserve system.
- 2.2 Federal Reserve: Explain the purpose, function, structure, and organization of the **Federal Reserve System**, including the role of the **Board of Governors** and **Reserve Bank Districts and branches**. Identify the Reserve Banks and branches that serve communities in Tennessee and explain the Board of Governors selection process.

2.3 American Monetary Policy: Explain the chief objectives of **American monetary policy** and describe how the Federal Reserve stabilizes the U.S. financial system by targeting and managing monetary policy.

3. Banking Regulations and Consumer Protection

3.1 Legislation and Regulatory Changes: Research **legislation and regulatory changes** that have affected **financial services and products** in the U.S., including the Depository Institutions Deregulation and Monetary Control Act of 1980, Gramm-Leach-Bliley Act (also known as the Financial Services Modernization Act of 1999), the Check Clearing for the 21st Century Act (also known as Check21), and Reserve Requirements.

3.2 Credit and Consumer Protection: Examine significant **credit and consumer protection legislation and policies**, including Federal Deposit Insurance Corporation and National Credit Union Association Deposit Insurance Limits, Credit Card Accountability, Responsibility, and Disclosure Act of 2009, the Dodd-Frank Wall Street Reform and Consumer Protection Act, the Truth in Lending Act, and the Fair and Accurate Credit Transactions Act.

3.3 Banking Rules and Regulations: Investigate **banking rules and regulations**, focusing on the relationship between local banks and their regulators (e.g., Federal Deposit Insurance Corporation, Office of the Comptroller of the Currency, Federal Reserve, National Credit Union Administration, Tennessee Department of Financial Institutions, Consumer Financial Protection Bureau) and how each contributes to the stability of financial markets, public confidence in the banking system, and compliance with applicable laws.

4. Banking & Financial Services

4.1 Financial Services and Products: Research available **financial services and products** in the financial services industry and identify the benefits and costs of common deposit accounts as well as other products and services, including investment tools.

4.2 Tech Advances: Investigate **technological advances** in the financial services industry.

4.3 Financial Statements: Prepare financial statements and determine efficient and confidential means of **distributing financial statements**, ranging from e-banking options to in-person transactions. Demonstrate proficiency in **performing account reconciliation** and perform the **compound interest function**.

4.4 Banking Operations Structure: Research a **financial institution's policies and procedures and management and operations structure**. Identify key banking positions and their primary roles and responsibilities (e.g., branch managers, compliance officers, loan officers, finance managers, wealth advisors, and financial services specialists).

- 4.5 Banking Operations Simulations: Demonstrate mastery of **critical thinking, customer service, effective communication, security** measures, and related employability skills in the banking industry. Research **workplace issues** that may jeopardize customer privacy and confidentiality and explain the importance of ethics and the fiduciary duty between banking professionals and their customers.
- 4.6 Banking Process and Services: Identify the various processes and services banks conduct and offer. Distinguish between **business** and **retail bank products and services** and explain the **loan products** and **trust services** banks offer to customers.

5. Credit and Lending

- 5.1 Credit and Lending: Explore **credit and lending functions**, types of consumer loans, credit options, and products available from both traditional and nontraditional (e.g., payday loan) lenders. Demonstrate the **loan process** from customer inquiry to funding, including the evaluation of risk, debt to loan ratio, and payment delinquencies.
- 5.2 Credit Reports and Scores: Explain the impact of **credit history** on a customer's ability to secure credit, identifying key factors that influence one's **credit score**, such as paying bills on time. Analyze a sample **credit report**, interpreting how the contents may affect a borrower's credit score, borrowing opportunities, and cost of credit and evaluating the credit risk to the financial institution.

6. Banking and Finance Marketing Strategies

- 6.1 Banking Marketing Segments: Identify specific **marketing segments** for financial institutions. Select a banking product and determine whether **mass or targeted marketing strategies** would be most effective in reaching the product's intended customers.
- 6.2 Competition: Identify the **competitive advantages** and **disadvantages** of products and services that financial institutions offer and then recommend a shift in marketing strategies, message, and/or pricing.

7. Finance Career Options and Professionalism

The following can be undertaken in a school-based financial institution, a worksite learning experience, or through simulations of either.

- 7.1 Finance Careers: Evaluate **careers in banking and finance**, including bank managers, loan officers, investment bankers, private client advisors, etc. Based on interests and skills, identify relevant careers and determine the educational, experience, and licensure/credentialing requirements.
- 7.2 Job Search: Conduct a **job search**. Prepare a **resume** for a position in the banking industry and participate in a **mock interview** with a financial institution, human resources

department and/or through participation in student organization competitive events. Participate in job shadowing, internships, and/or career events at a financial institution or other related organization.

7.3 Career Expectations: Participate in face-to-face presentations or videoconferences with financial industry guest speakers to better understand **real-world banking operations**, **employer expectations**, and **insight into careers** in the industry.

Standards Alignment Notes

*References to other standards include:

- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#)
 - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.