

Career Exploration in Finance

Syllabus

» Course Overview

This course introduces students to the challenging and lucrative world of finance. While “Wall Street” may still get a bad rap after the 2008 financial crisis, finance careers still remain highly sought after and can be highly rewarding. The course reviews key financial terms and examines various groups, positions, and roles within financial institutions. Students will learn about resumes, interviews, and networking. Students will also discuss ethics on Wall Street and the role of finance within society.

» Course Outline by Module

Module 1	Why Pursue a Career in Finance?	Module 6	Financial Planning and Analysis
Module 2	Finance Basics	Module 7	High School, College and Internship Preparation
Module 3	Investment Banking	Module 8	Networking, Resumes, Cover Letters and Interviews
Module 4	Sales and Trading	Module 9	Succeeding on the Job
Module 5	Private Wealth Management	Module 10	Life after Banking

» Module Overview and Learning Objectives

| Module 1. Why Pursue a Career in Finance?

This module introduces students to the world of finance and previews some of the potential career paths and topics that will be covered more in depth throughout the course. Students will learn about the history of Wall Street and discuss the impact of the financial sector on society. They will also examine basic regulations in the securities and investments industry.

Career Exploration in Finance

Syllabus

Learning Objectives: In this module, students will:

- Identify the purposes of finance and its impact on society
- Examine the history of Wall Street
- Explain the regulation of the securities and investments industry
- Preview the career paths that will be presented throughout the course (investment banking, sales and trading, private wealth management, and financial planning and analysis)
- Examine Lehman Brothers, including its history, culture, and current situation

| Module 2. Finance Basics

A career in finance is for well-rounded individuals who are not only good at math and accounting, but written and verbal communication as well. However, above all, being curious and the ability to learn quickly will outweigh any “what you know.” No matter what you learn in this course, or even throughout college, there will be many things that you will need to teach yourself on the job in finance. Still, there are a few important terms, skills, and formulas that are the building blocks of finance. In this module, we will preview finance and accounting terms, stock market vocabulary, and even dive into spreadsheets and charts. The module will conclude with a look at the importance of communication skills in finance careers.

Learning Objectives: In this module, students will:

- Employ numbers and operations in finance
- Describe the nature and scope of accounting
- Explain securities and investments products and their benefits
- Perform calculations and analyses on data using a spreadsheet
- Construct charts/tables/graphs from function and data
- Discuss the importance of written and verbal communication in finance

Career Exploration in Finance

Syllabus

| Module 3. Investment Banking

In this module students will gain a more thorough understanding of investment banking. The module will cover key financial terms regarding mergers and acquisitions as well as the importance of valuation. Students will understand the difference between product and industry groups within investment banking and also the difference between bulge bracket banks and boutique banks. Then the module will take a closer look at the requirements and responsibilities of a banking analyst and the various roles within investment banking. The module will also examine some of the safety concerns within investment banking. The module will conclude with an in-depth look at Goldman Sachs, a prominent global investment banking firm.

Learning Objectives: In this module, students will:

- Define investment banking and key financial terms regarding mergers and acquisitions
- Explain the role of valuation in making appropriate financial decision for a company
- List and evaluate product and industry groups within an investment bank
- Examine the differences between large (bulge bracket) banks and smaller (boutique) banks
- Describe the roles and requirements of an investment banking analyst
- Identify training, education, and certification requirements for investment bankers
- Align safety issues with appropriate safety standards to ensure a safe workplace

| Module 4. Sales and Trading

What do you think is the value of all the stock that is traded (or exchanged hands) in any given year across the world? One hundred million? One hundred billion? Try 94 trillion dollars! And stocks are just one of the many things that are traded. Other securities like bonds, or even currencies are also traded in massive amounts, every day! This module will introduce students to the world of sales and trading. While much of trading now takes place via computers, some trading still occurs the old-fashioned way, person-to-person, on a telephone call. Students will learn key terms and principles of a trading and learn about the various career paths in this fast-paced environment.

Career Exploration in Finance

Syllabus

Learning Objectives: In this module, students will:

- Define sales and trading and key financial terms regarding trading securities
- Examine the differences between equities, fixed income, forex, and derivatives
- Describe the roles and requirements of a sales and trading analyst
- Evaluate the efficient market hypothesis
- Describe algorithmic or high-frequency trading and compare it to human traders
- Discuss legal and ethical considerations in buying and selling securities
- Examine JP Morgan Chase, including its history, culture, and current situation

| Module 5. Private Wealth Management

In this module, we'll look at different kinds of robots and AI devices currently being used in homes. We'll see how they are mini-versions of much more complex AI-based systems that use the same basic robotics and AI principles such as machine and deep learning, AI algorithms, and natural language recognition to name a few. We'll also discuss ethical, security and privacy issues that come with allowing what are essentially listening, viewing and data collecting technologies in our homes.

Learning Objectives: In this module, students will:

- Define private wealth management
- Describe the roles and requirements of a private wealth analyst
- Compare the various platforms that a private wealth analyst could work for
- Describe investment analysis and selection processes
- Explain factors to consider when selecting investments
- Discuss the nature of investment risk
- Discuss the difference between expected returns of bonds and stocks
- Select investments for clients
- Interpret financial ratios significant to investors
- Discuss the rise of robo-advisors and analyze if it is a threat to private wealth management
- Examine Bank of America Merrill Lynch, including its history, culture, and current situation

Career Exploration in Finance

Syllabus

| **Module 6. Financial Planning and Analysis**

Starting a business takes money. For some types of businesses, it might just be a few hundred dollars. But for others, that cost might be more like tens of thousands of dollars. Well-established businesses often take on projects that require millions or billions of dollars. This is way more capital than what they business has on hand. So how do these businesses do it? How do they find the money to get started, grow, expand, and take on new projects? In this module we will look at how businesses manage finances and find ways to finance their major goals. This role is known as Financial Planning and Analysis, or FP&A. It's a unique and fascinating role in finance that requires strong analytical skills. It puts you in a front-row seat for how million-dollar decisions are made in business.

Learning Objectives: In this module, students will:

- Define financial planning and key terms related to financial statements and financial-information management
- Describe the roles and requirements of a financial analyst as well as other careers in corporate finance
- Explain the nature of capital investment
- Conduct cash flow analysis to select an acceptable capital expenditure
- Explain how capital market securities are used to secure financing for a company
- Understand how debt and equity capital are used to raise funds for business growth
- Explain commerce laws and regulations

| **Module 7. High School, College and Internship Preparation**

Entry-level jobs in investment banking and finance are extremely competitive to get into. So what can students do in high school through the end of college to give themselves the best chance for success? This module will dive into specific steps that students can take to build up their knowledge and experience, with the ultimate goal of landing their dream job after college. Students will also have the opportunity to learn about and create their own career plan and set goals that will help them through their educational path toward a career.

Career Exploration in Finance

Syllabus

Learning Objectives: In this module, students will:

- Discuss the importance of grades, extracurricular activities, and leadership experiences in building a strong resume and personal portfolio
- Describe the role of internships in preparing for a career in finance and identify concrete steps students can take to prepare for internships in high school and college
- Develop a personal career plan to meet career goals and objectives
- Evaluate and use information resources to accomplish specific occupational tasks
- Operate internet applications to perform workplace tasks
- Examine BlackRock, including its history, culture, and current situation

Module 8. Networking, Resumes, Cover Letters and Interviews

While there are many things that students can do throughout their high school and college years to prepare them for a career in finance, nothing may be as important as what a student does during their last two years of college. A student can have the best experience in the world, but if they don't present themselves in the right way through their resumes and nail the interviews, then all their efforts might not result in that dream job offer. This module will cover important action items of networking, preparing resumes, interviewing, and even accepting or rejecting job offers. Students will also discover the importance and challenges of diversity on Wall Street.

Learning Objectives: In this module, students will:

- Demonstrate skills related to seeking and applying for employment to find and obtain a desired job
- Describe the key components of a resume and compare key components of finance-focused resumes
- Create a resume and cover letter
- Discuss the function and importance of networking and informational interviews
- Describe best practices for preparing for executing a job interview for finance positions
- Participate in a mock interview

Career Exploration in Finance

Syllabus

- Demonstrate appropriate methods for accepting or rejecting employment offers
- Discuss the importance of diversity in financial institutions
- Examine Vanguard, including its history, culture, and current situation

| Module 9. Succeeding on the Job

Securing and starting a first job out of college is a huge accomplishment, but only the beginning. In the world of finance, companies generally have fewer spots at the top than at the bottom, so from day one there is competition to stand out from the pack. In this module, students will learn the key factors of success for finance jobs. They will learn about the traits and skills that will allow them to earn great reviews and top tier bonuses. Students will also begin to explore licensing and certifications that they can pursue once they begin their careers to further distinguish themselves. Students will continue to build a solid foundation for success over the life of their career.

Learning Objectives: In this module, students will:

- Evaluate key factors of success in finance careers
- Identify traits for retaining employment to maintain employment once secured
- Examine the importance of leadership and teamwork skills to accomplish organizational goals and objectives
- Identify and exhibit traits for retaining employment to maintain employment once secured
- Explain securities and investments licensing and certification programs, including FINRA Series license exams and explain professional designations
- Discuss the pros and cons of the Chartered Financial Analyst program
- Describe the nature of the Chartered Financial Analysts (CFA) Institute Code of Ethics and Professional Conduct
- Examine UBS, including its history, culture, and current situation
- Describe the importance of “attention to detail” and use correct grammar, punctuation, and terminology to write and edit documents

Career Exploration in Finance

Syllabus

| **Module 10. Life After Banking**

After completing training programs and the first few years at top banks, analysts often make the jump to what is called the “buy side.” This section of the finance world encompasses firms like Private Equity and Hedge Funds. These funds invest millions or billions of dollars with the hopes of turning it into more money. In this module, we’ll explore other post-banking options such as Venture Capital and entrepreneurship. We’ll also examine the possibility of returning to school for a graduate degree, an MBA, or Law degree. Students will gain additional insights into important career paths in finance and learn how to best prepare themselves for long-term success.

Learning Objectives: In this module, students will:

- Examine the potential career paths, after entry-level finance jobs, in private equity
- Examine the potential career paths, after entry-level finance jobs, in hedge funds
- Examine employment opportunities in venture capital and entrepreneurship
- Recognize requirements for career advancement to plan for continuing education and training
- Evaluate graduate school possibilities, including law and MBA programs
- Examine Carlyle, including its history, culture, and current situation
- Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals