

# Principles of Finance and Financial Planning (5070/5075)

1. Explain the origin of money and banking including the early history of banking in the United States.
2. Identify the organization of the Federal Reserve System and explain how it influences banks and the economy.
3. Describe the services and accounts offered by various types of depository and non-depository institutions.
4. Compare and contrast the functions and purposes of alternative types of financial services companies.
5. Describe the money supply, how it is measured, and how it circulates in the United States.
6. Evaluate contemporary issues in the financial services industry, including the level of personal savings, the effect of the financial services industry on communities and families.
7. Describe how technological and global innovations have changed the financial services industry through the years.
8. Identify strategies for successful financial planning and understanding the importance of good credit, as well as the components of FICO scores.
9. Explain important concepts in financial planning, including ethics, time-and-money relationships, and tax reduction.
10. Explain different types of insurance and summarize their purpose.
11. Evaluate the rewards and risks of borrowing and investing and compare most of the popular types of investments, including traditional bank accounts.
12. Explain the importance of insurance in financial decisions and understand risk management.
13. Identify the check-writing, check depositing/signing, and reconciling bank accounts processes.
14. Describe investment strategies and compare some of the most popular types of investments, including traditional bank products, stocks, bonds, mutual funds, and housing.