

# Financial Services/Financial Planning Syllabus



LEE COUNTY HIGH SCHOOL

**BE FUTURE  
READY**

ACADEMY OF BUSINESS  
AND FINANCE

Financial Services provides students with an overview of banks and other financial services companies. The course begins by introducing students to the origins of money and banking, and then examines the early history of banking in the United States. Students move into an in-depth study of the financial services industry and explore the types of companies that make up this industry. Students learn about the services offered by such

companies and analyze the ways these companies earn profits. This course also introduces students to the main concepts behind investing and discriminates among different ways to invest money. Students examine contemporary issues, including the level of personal saving in the United States, ethics in the financial services industry, and the industry's effect on communities and families.

Students apply what they have learned over the course to the culminating project, making recommendations for two financial services products that will serve to both benefit their own community and be profitable at the same time.

Working in strategy teams, students identify needs in their community that might be addressed through two financial services products. They then develop these ideas into a formal presentation that they give before an invited audience of community leaders. Finally, students get a chance to consider the types of careers that exist in financial services companies.

**LATE WORK:** Work should be turned in the day it is due. Five points will be deducted for each day work is turned in late.

**PASSWORDS:** We use many different online resources throughout the class. It is the student's responsibility to remember their passwords and logins to various programs. User names and passwords should never be shared.

**CONSEQUENCES:** Students who break classroom rules will have a teacher/student conference or parent conference and can receive an office referral if the behavior continues. Please see the 2022-2023 LCHS Student Handbook for information on classification of offences and consequences for breaking LCS and LCHS policies.

**PROGRESS REPORTS:** Up to date grading can be seen on PowerSchool. Canvas is not an accurate indicator of your grade as some assignment grade are not posted on Canvas. Always refer to PowerSchool for updated grade and missing work.

**Final Exam:** Students will take an online NAF Exam at the end of Quarter 1 for this class.

## Materials needed for class:

- Writing Utensil
- 3 Ring Binder
- Loose leaf Paper

## **CONTACT INFORMATION:**

A.Weeks

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## **CLASS SCHEDULE:**

Block 1: Business Essentials

Block 2: AOBF Financial Services/Financial Planning

Block 3: Planning

Block 4: AOBF Principles of Finance/ Entrepreneurship

## **Grading Scale**

**A = 100-90**

**B = 89-80**

**C = 79-70**

**D = 69-60**

**F = 59-0**

**Major Assignments = 60%**

**Minor Assignments = 40%**

**Canvas:** We will use this website for this course for most assignments, notes, etc. Parents can request a code to keep track of their student's work.

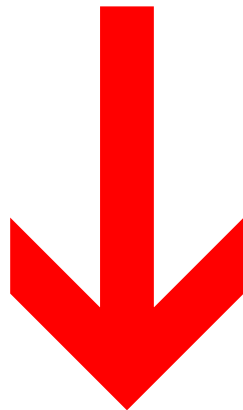
## **CLASSROOM PROCEDURES AND EXPECTATIONS:**

- Enter the class quietly and on time.
- Eat and Drink before you enter the classroom.
- Follow directions the first time given. Stay on task. Do not stray from assigned classroom activities.
- Raise your hand if you have a question or comment. Wait for your chance to speak and listen to others when they are speaking.
- Be respectful. Respect others, their time, voice, and property.
- Respect electronic equipment at all times, including but not limited to, going into others' files, the Internet, or being destructive to computer hardware or software.
- Follow all LCS and LCHS policies.

**REMIND:** Using your cell phone, text to number:81010 with the message @finserv21. Follow the instructions and type your FIRST and LAST NAME. Please do not use nicknames. This is how I will send out important reminders and updates. You will also be able to chat with me to ask questions via text during my office hours. (M-F 7:45am until 4:00pm) Download the Remind App if you have a SmartPhone.

**Gmail:** All students have a Lee County High School Google Account. Please make sure you are able to access your account. If you have trouble accessing your account, please see me. Please check your email regularly.

# Class Objectives



## AOF Financial Services Learning Objectives Eligible for Assessment on NAFTrack Certification End-of-Course Examination

Industry stakeholders and NAF educators reviewed this course to identify the 16 learning objectives that represent the most important content for students to master. The NAFTrack Certification end-of-course exam is based on these 16 key learning objectives. Some teachers find it necessary to make course modifications to meet local requirements or the needs of particular student populations. If you choose to modify this course, make sure you still cover the NAF content for these 16 learning objectives.

Unit Name	Unit #	Lesson #	Learning Objective	Description
Getting Started	1	1	3	Describe what is included within the financial services industry
	1	2	5	Compare and contrast different types of financial services companies
Banking and Investing	2	3	1	Describe the main characteristics of money and explain why it is important for money to have these characteristics
	2	3	4	Describe the evolution of banking and its role within the finance industry
	2	4	6	Describe the primary role of banks in the economy
	2	4	7	Explain what the Federal Reserve is, what it does, and how it works
	2	6	13	Describe the different reasons that people invest
	2	6	14	Compare and contrast the different types of investment products
	2	6	15	Explain basic investment concepts, such as risk tolerance, liquidity, compounding interest, and deferred taxation
	2	6	16	Summarize the various services offered by investment companies
Capital and Financial Markets	3	7	2	Describe the function and services of alternative types of financial services companies
	3	7	3	Compare and contrast the different functions and purposes of alternative types of financial services companies to society
	3	8	4	Describe different types of insurance and summarize their purpose
Contemporary Banking Issues	4	9	4	Identify ethical and moral challenges faced by financial services professionals
	4	9	5	Explain the major social issues that affect the financial services industry
	4	10	8	Explain how to become a responsible user of credit

## AOF Financial Planning Learning Objectives Eligible for Assessment on NAFTrack Certification End-of-Course Examination

Unit Name	Unit #	Lesson #	Learning Objective	Description
Getting Started	1	2	4	Display understanding of key terms in financial planning
	1	3	7	Explain the key reasons why people undertake financial planning
The Financial Planning Process	2	4	3	List the different components of a financial plan, and explain the purpose of each
	2	6	8	Describe the key goal of financial independence
	2	6	9	Explain the differences between long-, mid-, and short-term goals and how to plan for them
Borrowing and Credit	3	8	2	Define key terms related to borrowing
	3	9	6	Display understanding of how credit cards work and how they can build credit history
Insurance	4	10	1	Display understanding of the critical and pervasive role that insurance plays in mitigating financial risk
	4	10	3	Compare and contrast the risks that different types of insurance cover
	4	13	9	Describe the role that life insurance plays in a financial plan
Investing	5	14	4	Describe a set of recommendations for investment types based on specific client needs
	5	15	5	Explain the major income investment products (passbook savings, CDs, bonds, and money market accounts)
	5	16	8	Describe and compare the characteristics, advantages, and disadvantages of the key growth investment products (stocks, bonds, and certain mutual funds)
Retirement and Estate Planning	6	19	4	Describe key concepts in estate planning, such as wills, powers of attorney, living wills, and trusts
Contemporary Issues in Financial Planning	7	21	4	Summarize a code of ethics for financial planners
Career Development in Financial Planning	8	22	1	List the types of jobs that are available in the industry