

<b>Course Unit Title:</b>	Financial Services
<b>Course Unit Code:</b>	BAN211
<b>Type of Course Unit: (Compulsory/Optional)</b>	Compulsory
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	2
<b>Semester when the unit is delivered:</b>	3
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<b>Learning Outcomes of the course unit:</b>	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the reasons behind mergers, acquisitions and joint ventures in the financial services industry and reason their effects on competition by analysing case studies.</li> <li>• List the effects of financial globalization on the financial services industry and the need for changes in international regulation through individual and group study presented in assignment form.</li> <li>• Discuss the need for adequate capital as a safety net for financial operations in the banking from active listening during lectures and individual homestudy.</li> <li>• Appraise the effects of the Euro in international trade, its advantages and disadvantages in payments through assignment work.</li> <li>• Become expert in utilising appropriate banking distribution channels nowadays to sell financial services to customers through guided case study analysis and assignment work.</li> <li>• Discuss the need for banks to evolve to financial supermarkets and the need for harmonizing financial regulation in lectures and through case study.</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	None
<b>Recommended optional program components:</b>	None

**Course Contents:****Objective:**

To ensure that the student possesses a wide perspective of the scope and characteristics of the market for financial services, and the constraints imposed on those operating in it. The course will include a comprehensive review of financial services offered in Cyprus, U.K. and Europe.

**Description:**

This course involves topics that deal with The Changing Market for Personal Financial Services, Money Transmission and Banking, Lending, Insurance and Pensions, Property, Financial Advisory Services, Provision of Services, and recent developments and contemporary issues

The Changing Market for Personal Financial Services:  
Political, Economic, and social climate for financial services.

Money Transmission and Banking:  
Charging structure and overdraft facilities. Different types of accounts. Banker and customer.  
Types of automated services; networks and links with other systems.  
The clearing banks, clearing arrangements.

Lending:  
The general principles of secured lending.  
Lending to housing associations.  
Unsecured lending, structured personal loans.

Insurance and Pensions:  
The general principles of insurance and pensions; types of business.  
Personal and occupational pensions; social security and occupational pensions.  
Fund management, unit trust; taxation implications.

Property:  
Housing development and property rental.  
The general principles of estate agency; links with existing agencies.

Financial Advisory Services:  
The general principles of stockbroking; stocks and shares; investment trusts; unit trusts, etc.

Provision of Services:  
General requirements and considerations.  
Prudential management and supervision of powers to provide services in relation to their availability.  
Business strategy; Budgetary control.

<p>Delivery:  Operating structures; group and subsidiary operations; joint ventures' use of agencies, management control.  Regulation; Statutory provisions affecting the provision of financial services.  Specific Building Society Controls.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>											
<p><b>Recommended or required reading:</b></p>	<p>Peter S. Rose : COMMERCIAL BANK MANAGEMENT  Latest Edition, McGraw Hill, Higher Ed.</p> <p>David J. Mullen Jr., AMACOM. : The Million-Dollar Financial Services Practice: A Proven System for Becoming a Top Producer,2007</p> <p>Sandra Lee &amp; Stanley Eakings: FINANCIAL MARKETS AND INSTITUTIONS, Latest Edition, Addison Wesley</p> <p>Crosble, S.P. : FINANCIAL SERVICES STUDY TEXT (CIB/Bankers Books)</p>										
<p><b>Planned learning activities and teaching methods:</b></p>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
Class Instruction	42 Hours										
Consultation	15 Hours										
<p><b>Assessment methods and criteria:</b></p>	<table border="1"> <tr> <td>Mid – Term Examination</td> <td>30%</td> </tr> <tr> <td>Final Examination</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Mid – Term Examination	30%	Final Examination	40%	Assignments	20%	Class Participation	10%		100%
Mid – Term Examination	30%										
Final Examination	40%										
Assignments	20%										
Class Participation	10%										
	100%										
<p><b>Language of Instruction:</b></p>	<p>English</p>										
<p><b>Work Placement(s):</b></p>	<p>No</p>										
<p><b>Place of Teaching:</b></p>	<p>Regular Classroom  European University Cyprus, Nicosia</p>										