

## AIB Principles of Banking

(Deadline is one week prior to start date)

Long recognized as the standard introduction to the banking industry, *Principles of Banking* touches on nearly every aspect of banking, from the fundamentals of negotiable instruments to contemporary issues and developments within the industry.

<b>Price*</b>	\$525 Nonmembers / \$425 Members
<b>Course Length</b>	16 Weeks
<b>Course Credits</b>	AIB: 3.0 ; ACE: <a href="#">See below</a>
<b>Prerequisites</b>	None
<b>Required Software</b>	Adobe Acrobat Reader; Microsoft Internet Explorer Browser 7.0 or Mozilla Firefox 2.0 or higher
<b>Textbook</b>	<a href="#">Principles of Banking</a> , 10th Edition; 2010, ABA
<b>Catalog # / Start Date</b>	3006968 September 12, 2011 3006979 September 26, 2011 3006986 October 11, 2011 3006993 October 24, 2011 3006998 November 7, 2011 3007005 December 5, 2011 3007012 December 12, 2011 3007017 January 9, 2012 3007025 January 23, 2012 3007034 February 6, 2012 3007042 February 21, 2012 3007050 March 5, 2012 3007057 March 19, 2012 3007059 April 2, 2012 3007063 April 16, 2012 3007070 April 30, 2012 3007082 May 14, 2012 3007086 June 11, 2012 3007097 July 9, 2012 3007114 August 13, 2012

### Audience

Personnel new to banking at all levels.

### Learning Objectives

After completing this program, you will be able to:

- Discuss the relationships banks have with their customers and their communities and describe the traditional, non-traditional, and electronic services that banks provide
- Explain the evolution of commercial banking in the United States and the federal legislation that shaped its development

- Describe the creation of the Federal Reserve System and the Fed's role as the agent of monetary policy and as a bank regulator
- Discuss various deposit instruments, the many ways customers can make deposits, and the means tellers have for establishing a customer's identity
- Define negotiable instruments as they relate to checks and describe the features that make a check negotiable
- Distinguish between paying a check and cashing a check and explain the procedures for paying checks received through the check clearing system, including relevant regulations and consequences of wrongful dishonor
- Explain the process a bank must go through to post a check to an account and discuss controls and security measures that protect the bank and tellers from losses due to fraud
- Discuss the legal restrictions on bank loans, describe the role of the bank's board of directors in establishing and overseeing lending policy, and identify basic loan categories
- Explain the objectives of funds management, including asset and liability management, and the objectives of bank investments
- Recognize the importance of accurate accounting data and describe the categories on the balance sheet and income statement
- Discuss the components of the marketing concept and how understanding customers and market research lead to the success of marketing efforts
- Explain specialized services offered by banks, including trusts, safe deposit services, and global banking services, and newly expanded brokerage and insurance services authorized by the Gramm-Leach-Bliley Act
- Describe how electronic funds transfers systems and bank cards facilitate purchases, discuss home banking options for consumers and cash management options for businesses, and explain some of the systems developed to provide security and prevent loss
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### **ACE College Credit Recommendation**

In the lower division baccalaureate/associate degree category, 3 semester hours in Banking, Business Administration or Finance

*\* Registration for one or more courses that include accompanying textbooks will also incur a shipping & handling fee.*

