



Fundamentals of the Securities Industry - Evening

Understanding the foundations of the securities industry is essential to anyone working in this field. This course examines the terminology, principal players, recent changes and current trends in the securities industry.

Targeted Audience

Newcomers to the securities industry, traders, salespeople, back office professionals, staff assistants, compliance staff, auditors and IT professionals.

Special Offer

Clients who register for this course will receive a complimentary 4-month subscription to FT.com. The Financial Times is the world's most respected financial newspaper, providing a broad assessment on finance, business and the industrial sector. The move to the electronic version follows an ongoing review of our environmental responsibilities as a global business and as part of the Pearson group. FT.com also has features that are not available in hard copy, such as: Special Reports, Alphaville, editor blogs, education sections and much more! Subscriptions will start within 6-8 weeks of the start of class and are limited to one subscription per client. (Please note: as of May 1, 2011, the electronic subscription replaces the hard-copy 3-month Financial Times subscription.)

Advance Preparation

No advance preparation required.

Learning Objectives

Students will be able to:

- . Understand capital formation
- . Know the different types of securities
- . Understand how securities markets are regulated

Alumni Comments

"Very good introductory course!"

"The instructor was knowledgeable on a diverse range of subjects."

"The instructor was knowledgeable and experienced - he was able to explain the concepts well."

"The course gives a good overview of the securities industry."

"The course gives a really great overview of how the securities industry works."

Level: Basic

CPE Credits: 22.5

Instructional Method: Group-Live

Detailed Outline

Session 1 - Securities Industry Overview

- . What is the financial services industry
- . Who are the industry's principal players
- . How has the securities industry changed in recent years
- . What are some of the reasons for these changes
- . The types of securities firms
- . The principal organizational units of the modern securities firm
- . The role of registered representatives, financial planners and investment advisors
- . Other industry support: the rating agencies

Session 2

- . How the capital markets provide for the financing needs of corporations and governments
- . The basic functions of the investment banker
- . The registration process
- . The distribution process
- . Basic common stock terminology
- . Rights of the common shareholders
- . Why investors buy common stocks

Session 3

- . Preferred shares and their role in corporate

Session 4

- . How and why government bonds are

finance

- . Basic preferred stock terminology
- . How corporations use rights and warrants
- . American depository receipts
- . Basic mathematics of stocks
- . The distinction between the role of stocks and bonds in corporate finance
- . Looking closely at the corporation

issued

- . The types of government bonds
- . How and why corporate bonds are issued
- . The types of corporate bonds
- . How bonds are retired
- . Trading bonds
- . Factors that influence the value of bonds

Session 5

- . The role of bonds and notes in municipal financing
- . The kinds of municipal bonds
- . The tax treatment of municipal bonds
- . The primary and secondary markets for municipal bonds
- . Risk and rewards of municipal bond investing

Session 6

- . The exchanges as marketplaces
- . The role of the exchange members
- . The role of the exchange specialists
- . The types of buy/sell orders for securities
- . Order execution by size
- . The basic distinction and front office vs. back office
- . Operational departments

Session 7

- . Selling short
- . The over-the-counter market vs. the exchange markets
- . The role of the broker/dealer in the OTC markets
- . Kind of OTC market quotes
- . How the OTC dealers communicate their quotes
- . The OTC national market system
- . The third and fourth markets
- . Regulation of market activity

Session 8

- . Stock options
 - . Call options
 - . Underlying stock
 - . Utilizing call options for leverage
 - . Intrinsic values and time values
 - . How call options are created
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Session 9

- . The concept of
 - . Types of investment companies
 - . Investment objectives of investment companies
 - . How mutual funds are priced
 - . The redemption and exchange of mutual funds
 - . The taxation of mutual funds (the
 - . Alternate forms of investment companies
 - . - real estate investment trusts
 - . - variable annuities
 - . Review for final exam
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Session 10 - Final Exam

Scheduling Note

There will be no class on Wednesday, September 28, 2011.

For more information regarding administrative policies such as complaints and refunds, please contact our offices at 212-641-6616.