



**Goodheart-Willcox Publisher Correlation of  
Banking & Financial Systems ©2018  
to Tennessee Department of Education CTE Standards  
Course: Banking & Finance (5899)**

STANDARD		CORRELATING PAGES
<b>Introduction to Banking</b>		
1	Define the term <i>financial institution</i> . Compare and contrast the types of financial institutions (e.g., commercial banks, credit unions, savings and loans institutions, money center banks) and their major functions, services, and roles with the U.S. banking system; explain their impact on the economy and individual communities.	<b>Instruction:</b> Pg. 26–28 Types of Banks; 32–37 Banks and the Economy; 43–47 Financial Institutions  <b>Application:</b> Pg. 31 CP 1.1 #1; 37 CP 1.2 #1; 49 CP 2.1 #1; 57 AYK #16
2	Investigate the origins and purpose of banking. Explore the history of banking systems from ancient to modern times, evaluating models, milestone events, court decisions, and legislation that contributed to the system used by the United States today. Develop a timeline of major milestones in U.S. banking history. Prepare a presentation on one milestone event to illustrate its impact on banking, citing textual evidence to support the facts in the presentation.	<b>Instruction:</b> Pg. 350–362 Evolution of Banking; 369–384 Financial Crises of the Early 21 <sup>st</sup> Century  <b>Application:</b> Pg. 353 CP 15.1; 357 CP 15.2; 363 CP 15.3; 366 RYK; 367 AYK, WiT; 368 CS; 379 CP 16.1; 384 CP 16.2; 386 RYK; 387 RYK, WiT
<b>Money</b>		
3	Identify the characteristics and functions of money as well as the measures used by the Federal Reserve to calculate the money supply. Describe how money is created, valued, and exchanged. Using data from textbook(s) and/or industry publications and media, research and explain how banks make money focusing on the role of savers and borrowers, interest, and the fractional reserve system, citing evidence from the text.	<b>Instruction:</b> Pg. 60–62 Income from Traditional Bank Services; 87–89 Functions of Money; 95–96 Money Supply; 96–98 Creation of Money;  <b>Application:</b> Pg. 65 CP 3.1 #1–3, 5; 81 WiT; 94 CP 4.1 #1, 4; 99 CP 4.2 #1–2, 4
4	Articulate the purpose, functions, and organization of the Federal Reserve System by describing its structure, including the role of the Board of Governors and Reserve Bank Districts and branches. Identify the Reserve Banks and branches that serve communities in Tennessee and explain how members of the Board of Governors are selected.	<b>Instruction:</b> Pg. 109–112 Structure of the Federal Reserve System; 113–116 Function of the Federal Reserve System  <b>Application:</b> Pg. 112 CP 5.2 #1, 3; 119 RYK #15; 120 AYK #16

5	Prepare an informative narrative explaining the chief objectives of American monetary policy, citing specific textual evidence to support analysis. Describe how the Federal Reserve maintains stability of the U.S. financial system by targeting and managing monetary policy.	<b>Instruction:</b> Pg. 113–114 Monetary Policy; 116 Stability of the Financial System  <b>Application:</b> Pg. 116 CP 5.3 #1, 5
<b>Banking Regulations and Consumer Protection</b>		
6	Research and report on legislation and regulatory changes that have affected financial services and products in the U.S., including the Depository Institutions Deregulation and Monetary Control Act of 1980; Gramm-Leach-Bliley Act (also known as the Financial Services Modernization Act of 1999); the Check Clearing for the 21st Century Act (also known as Check21); and Reserve Requirements.	<b>Instruction:</b> Pg. 113–114 Monetary Policy; 136–139 Deregulation; 220–221 Legal Influences; 360–361 Deregulation  <b>Application:</b> Pg. 140 CP 6.3 #2, 4; 143 AYK #20, WiT; 231 CS Reading; 363 CP 15.3 #5; 368 CS Reading
7	Identify and describe significant legislation and policies associated with credit and consumer protection, including Federal Deposit Insurance Corporation and National Credit Union Association Deposit Insurance Limits; Credit Card Accountability, Responsibility, and Disclosure Act of 2009; the Dodd-Frank Wall Street Reform and Consumer Protection Act; the Truth in Lending Act; and, the Fair and Accurate Credit Transactions Act.	<b>Instruction:</b> Pg. 32–35 Keeping Money Safe; 47–48 Federal Deposit Insurance Corporation; 96 Ethical Banking; 126 Glass-Steagall; 129–133 Consumer Regulations; 136–137 Depository Institutions Deregulation and Monetary Control Act (DIDMCA); 175 Biz Tips; 358–359 Great Depression; 361–362 Subprime Crisis; 382 New Legislation  <b>Application:</b> Pg. 49 CP 2.1 #5; 57 AYK #18; 128 CP 6.1 #2–3; 135 CP 6.2; 140 CP 6.3 #4; 142 RYK #14; 143 AYK #18, 20; 363 CP 15.3 #5; 384 CP 16.2 #3; 386 RYK #15
8	Investigate banking rules and regulations; research and describe the relationship between local banks and their regulators (e.g., Federal Deposit Insurance Corporation, Office of the Comptroller of the Currency, Federal Reserve, National Credit Union Administration, Tennessee Department of Financial Institutions, Consumer Financial Protection Bureau) and how each contributes to stability in the financial markets, reinforces public confidence in the banking system, and compliance with applicable laws	<b>Instruction:</b> Pg. 27–28 Where Do Banks Operate?; 32–35 Keeping Money Safe; 47–48 Federal Deposit Insurance Corporation; 97–98 Money Multiplier Effect; 105–116 Federal Reserve System; 122–133 Bank Regulations; 139–140 Compliance; 248 Compliance; 355–356 Free Banking Era (1837–1863); 358–359 Great Depression; 378 Help from the Federal Reserve, FDIC, and NCUA  <b>Application:</b> Pg 39 RYK #13; 49 CP 2.1 #5; 108 CP 5.1 #4; 116 CP 5.3 #5; 128 CP 6.1 #2–5; 135 CP 6.2 #1–3, 5; 143 WiT
<b>Financial Services and Products</b>		
9	Research financial services and products available across the financial services industry then compare and contrast the benefits and costs of common deposit accounts as well as other products and services, including	<b>Instruction:</b> Pg. 72–73 Investment Banking Services; 153–157 Savings Products; 262–264 Meeting Customer Needs



	investment tools. Given a scenario, craft an argumentative essay supported by evidence about selecting a specific financial account or service that will best meet the need of a prospective customer.	<b>Application:</b> Pg. 81 AYK #4; 171 AYK #16, 17, 18, 20, WiT; 278 AYK #16, 20, WiT
10	Investigate technological advances that have impacted the financial services industry. Working in student groups, prepare an informative presentation for community members about the evolving landscape of e-banking, including security and efficiency considerations.	<b>Instruction:</b> Pg. 401 Keeping Information Secure; 404–405 Technology  <b>Application:</b> Pg. 405 CP 17.3 #4; 409 CS
11	Simulate or conduct procedures for student and teacher or mock customers. Prepare financial statements and determine efficient and confidential means of distributing statements, ranging from e-banking options to in-person transactions. Demonstrate proficiency in performing account reconciliation. Using a spreadsheet, perform and analyze the compound interest function.	<b>Instruction:</b> Pg. 149–152 Why Do Customers Save?; 167 Understanding a Bank Statement  <b>Application:</b> Pg. 152 CP 7.1 #5; 168 CP 7.4 #5
<b>Credit</b>		
12	Explore the concept of credit and articulate the importance of the credit function to society. Working in groups, debate the advantages and disadvantages of credit by crafting claim(s) and counterclaim(s), citing specific textual evidence from news media, professional analyses and scholarly commentary.	<b>Instruction:</b> Pg. 35 Extending Credit; 187–194 Granting Loans  <b>Application:</b> Pg. 204 AYK #16, 20
13	Explore credit and lending functions and products available from both traditional and nontraditional (e.g., payday loan) lenders. Compare and contrast the types of loans commonly available to consumers. Assess credit options as they relate to loan applications and design an electronic spreadsheet or utilize an online credit calculator for calculating the cost of credit options. Demonstrate the entire loan process from customer inquiry through funding, including the evaluation of risk, debt to loan ratio, and payment delinquencies.	<b>Instruction:</b> Pg. 35 Extending Credit; 52 Finance Companies; 175 Consumer and Commercial; 187–194 Granting Loans; 285 Lending Officer  <b>Application:</b> Pg. 57 AYK #17; 179 CP 8.1 #3; 204 AYK #17

14	Citing information from at least one of the three major credit reporting agencies, describe credit reports and credit scores; explain the impact of credit history on a customer's ability to secure credit, identifying key factors that influence one's credit score, such as paying bills on time. Analyze a sample credit report; interpret how the contents may affect a borrower's credit score, borrowing opportunities, and cost of credit; and, evaluate the credit risk to the financial institution. Role-play the part of a bank credit counselor in a scenario instructing a denied applicant ways to improve his or her credit score.	<b>Instruction:</b> Pg. 190–191 Credit Scores; 292 Debt Counselor; 316–317 Credit Risk  <b>Application:</b> Pg. 195 CP 8.3; 204 AYK #18
<b>Bank Management, Policies, and Procedures</b>		
15	Research the management and operations structure of a financial institution. Identify key banking positions such as branch managers, compliance officers, loan officers, finance managers, wealth advisors, and financial services specialists and describe their primary functions and responsibilities. Examine financial institution policies and procedures. Draft policies and procedures governing the day-to-day operations of a school-based or simulated financial institution based on the policies and procedures research and a survey of student body requests. Determine profit objectives and roles of employees (students) in the financial institution.	<b>Instruction:</b> Pg. 77 Operating Expenses; 134 Careers; 188 Careers; 254 Careers; 284 Compliance Officer; 287 Branch Manager  <b>Application:</b> Pg. 78 CP 3.3; 286 CP 12.2 #1, 3; 289 CP 12.3 #1; 303 RYK #12
16	Explore the role of customer service in the financial services industry. Explain in a written narrative the impact of effective customer relations, including the importance of developing relationships, building rapport and trust, matching products and services to a customer's needs, and maintaining customer confidentiality. Provide examples of positive customer service through role-play activities with fellow classmates.	<b>Instruction:</b> Pg. 262–264 Meeting Customer Needs; 270–273 What Is Customer Service?  <b>Application:</b> Pg. 274 CP 11.2 #4; 278 AYK #16, 20, WiT
17	Through a school-based financial institution, role-play situation, or student organization competitive event, conduct banking operations or simulate scenarios to demonstrate mastery of critical thinking, customer service, effective communication, security measures, and related employability	<b>Instruction:</b> Pg. 270–273 What Is Customer Service?; 287 Branch Manager; 296–300 Employability Skills; 325–330 Ethics; 331–334 Security; 401 Keeping Information Secure  <b>Application:</b> Pg. 300 CP 12.5; 303 RYK #15; 304 AYK #17

	skills that are considered essential workplace behaviors in the banking industry. Research workplace issues that may jeopardize customer privacy and confidentiality. Write an informative narrative explaining the importance of ethics and the fiduciary duty between banking professionals and their customers.	
<b>Marketing Strategies Used by Financial Institutions</b>		
18	Identify specific marketing segments for financial institutions; select a banking product and determine whether mass or targeted marketing strategies would be most effective in reaching the product's intended customers. Conduct an analysis of multiple case studies to draw conclusions and justify the strategic decision in writing. Develop a marketing presentation targeted at students and teachers related to the school-based or simulated financial institution and/or a specific product/service it offers.	<b>Instruction:</b> Pg. 262–268 Marketing and Promotions  <b>Application:</b> Pg. 268 CP 11.1; 277 RYK #12; 278 AYK #17; 279 CS
19	Analyze the impact of competition among financial institutions in the local community; identify the competitive advantages and disadvantages of products and services offered and make recommendations for a shift in marketing strategies, message, and/or pricing based on the research and observations.	<b>Instruction:</b> Pg. 264–268 Developing a Marketing Strategy; 269 The Bank's Image; 273 Customer Services Offerings  <b>Application:</b> Pg. 268 CP 11.1 #1, 3; 274 CP 11.2 #1; 277 RYK #13–14; 279 CS Speaking
<b>Financial Industry Career Options</b>		
20	Evaluate the diverse careers in banking and finance, including bank managers, loan officers, investment bankers, private client advisors, and similar positions. Complete a career interest inventory and use online resources such as the Bureau of Labor Statistics Occupational Outlook Handbook, Jobs4TN, and the websites of financial institutions, regulators, and/or other related organizations to research employment opportunities. Based on interests and skills, identify relevant careers and determine the educational, experience, and licensure/credentialing requirements.	<b>Instruction:</b> Pg. 34 Careers; 54 Careers; 75 Careers; 100 Careers; 117 Careers; 134 Careers; 163 Careers; 188 Careers; 222 Careers; 239–242 Bank Management; 254 Careers; 275 Careers; 281–282 Executive Careers; 284–286 Banking Administration Careers; 287–289 Managerial Careers; 290–294 Operational-Support Careers; 319 Careers; 333 Careers; 364 Careers; 376 Careers; 402 Careers  <b>Application:</b> Pg. 259 AYK 18; 304 AYK #18; 305 CS Writing
21	Conduct a job search or simulate the experience by researching employment options. Prepare a resume suited for	<b>Instruction:</b> Pg. 34 Careers; 54 Careers; 75 Careers; 100 Careers; 117 Careers; 134 Careers; 163 Careers; 188 Careers; 222 Careers; 254 Careers; 275 Careers;



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	employment searches in the banking industry. Participate in a mock interview with a financial institution, human resources department and/or through participation in student organization competitive events. Participate in job shadowing, internships, and/or career events at a financial institution or other related organization. Keep a journal documenting major worksite experiences and write a letter of thanks to the businesses upon completion of work-based learning experiences.	319 Careers; 333 Careers; 364 Careers; 376 Careers; 402 Careers  <b>Application:</b> Pg. 259 AYK #18, 19; 304 AYK #20
22	Explore expectations of working in the financial services industry. Participate in face-to-face presentations or videoconferences with financial industry guest speakers to better understand real-world banking operations, employer expectations, and insight into careers in the industry. Construct interview questions to pose to industry guests. In groups, review the employee handbook of a financial institution. Identify additional expectations and draft an employee handbook for a school-based or simulated financial institution. Adopt the elements of the school-based or simulated financial institution handbook by class consensus.	<b>Instruction:</b> Pg. 34 Careers; 54 Careers; 75 Careers; 100 Careers; 117 Careers; 134 Careers; 163 Careers; 188 Careers; 222 Careers; 254 Careers; 275 Careers; 296–300 Employability Skills; 319 Careers; 333 Careers; 364 Careers; 376 Careers; 402 Careers  <b>Application:</b> Pg. 304 AYK #17, 18, 20; 305 CS Writing