

Module Title:	Introduction to Financial Services
Academic year:	2010-2011
Credit Value:	5
Pre- requisites:	Business Administration 1 & 2
Assessment:	Continuous Assessment 30% Final Examination 70%
Aims	This module aims to provide students with an introduction to the Financial Services Industry and it will bring students together with industry leaders to study the framework of Financial Services Industry and discuss the critical issues challenging this sector.
Module Content	<ul style="list-style-type: none"> ❖ The structure and operation of the International Financial Services industry and the key regulations impacting same. ❖ The role of the Financial Services sector to the economy as a whole. ❖ Key companies and organisations ❖ Banking, funds, insurance and trading products
Intended Learning Outcomes:	<p>On completion of the module the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe in detail the structure and operation of the International Financial Services industry and the key regulations impacting same. 2. Critically appraise the role of the Financial Services sector to the economy as a whole. 3. Describe and examine the importance of key companies and organisations to the Irish economy and to the international economy. 4. Describe the key features of various products offered in financial services in the areas of banking, funds, insurance and trading. 5. Take part in a group presentation to research , collaborate and develop an analysis of a business or financial scenario and present findings and recommendations