

Banking Services Certificate

Program Number: 90-114-2

Certificate

Accounting and Finance Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Certificate

The Banking Services Certificate is a certificate program for individuals interested in maintaining or pursuing careers in the financial services industry. The certificate is designed for updating and/or broadening the knowledge of employees in the field of financial services with an emphasis in lending. This certificate does not require an application to the college. Students register for individual courses during the open registration period each semester.

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application; the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

Curriculum

Courses	Credits	Hrs/week	
		Lec	Lab
10-804-144 Math of Finance.....	3	3	0
10-114-130 Personal Finance.....	3	3	0
10-101-106 Accounting Concepts*	3	3	0
10-114-128 Financial Institutions.....	3	3	0
10-104-104 Selling Principles	3	3	0
10-114-129 <u>Lending Principles</u>	3	3	0
Total	18		

*Accounting 1-Principles (10-101-111) or Applied Accounting (10-101-108) may be substituted for this course.

Courses should be taken in the order listed above.

Additional recommended courses (should be taken in order listed below):

Courses	Credits	Hrs/week	
		Lec	Lab
10-101-111 Accounting 1-Principles.....	4	4	0
10-103-133 Excel-Beginning.....	1	0.75	2.25
10-101-123 Tax 1.....	4	4	0
10-104-102 Marketing Principles	3	3	0



Required Courses

10-101-106 Accounting Concepts 3 credits
Surveys accounting principles and practices with an emphasis on interpretation, rather than preparation, of financial statements. Presents basic business terminology, cash basis and accrual basis accounting, ratio analysis, payroll, and budgeting. This class is not for students majoring in accounting.

10-114-128 Financial Institutions 3 credits
Introductory-level course which considers the role of financial institutions in the economy. Topics include financial intermediation, the Federal Reserve System, financial markets and instruments, and non-bank financial institutions, including savings and loan associations, credit unions, finance companies, insurance companies, pension funds, mutual funds and governmental financial institutions. Prerequisite: grade of C or better in Math of Finance, 10-804-144.

10-114-129 Lending Principles 3 credits
Introductory course considers the control and management of credit and the underlying principles that govern lending decisions. The course will focus on consumer, real estate and commercial lending. Students will learn basic underwriting guidelines with an introduction to collateral. Prerequisites: Accounting course (Accounting Concepts, 10-101-106, Applied Accounting, 101-101-108, OR Accounting 1-Principles, 10-101-111) AND Personal Finance, 10-102-130.

10-114-130 Personal Finance 3 credits
This introductory course considers finance from the point of view of the individual or family unit. Topics include budgets, insurance, housing, borrowing, saving, investing and estate planning. Students complete personal finance projects applying the material learned.

10-104-104 Selling Principles 3 credits
Acquaints students with the basic principles and applications of the sales process as they apply to industrial, wholesale and retail selling situations. Includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up.

10-804-144 Math of Finance 3 credits
This course takes an algebraic approach to solving financial problems. Topics include personal finance, mathematics of retailing, mathematics of banking, and statistical applications. Major emphasis is placed on solving problems involving the time value of money by using a financial calculator. The material in this course develops a sound base for subsequent courses by using an analytical approach to problem solving. Prerequisite: appropriate score on COMPASS test or Elementary Algebra with Applications, 10-834-110.

Optional Recommended Courses

10-101-111 Accounting 1-Principles 4 credits
Introduction to the field of accounting. The accounting cycle of journalizing transactions, posting, adjusting and closing entries, as well as the preparation of accounting statements is emphasized for service industries and merchandising concerns. Details of accounting for cash and receivables are studied. An introduction to a computerized accounting system is also included. Recommend concurrent enrollment in Math of Finance, 10-804-144.

10-101-123 Tax 1 4 credits
Introduction to federal and state income tax laws with an emphasis on personal taxes. These areas are included: income, deductions, credits, depreciation, gains and losses, and sole proprietorship taxation. The course requires the preparation of a series of individual income tax returns.

10-103-133 Excel-Beginning 1 credit
Introduction to Excel spreadsheet software. Create, edit, save, format, print, perform calculations, copy/move text and formulas, create charts, create complex formulas and expand use of functions. Prerequisite: Competency in Windows.

10-104-102 Marketing Principles 3 credits
This foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies, distribution and an overview of promotion. Provides a comprehensive overview of the exciting world of marketing.

Career Potential:

- Loan Officer
- Title Company Representative
- Personal Banker
- Assistant Bank Manager

With additional education and/or experience, graduates may find employment as:

- Bank Manager
- Mortgage Lender
- Small Business Lender

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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