



University  
College of the Caribbean

## Corporate Education

& Management Services Solutions

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### Certificate in Financial Securities Management

#### Course Rationale

This is a certificate course in Financial Securities Management. Successful participants in this course will be deemed to have satisfied the minimum education and training requirements of the Financial Services Commission (FSC) to become a licensed Securities Dealer in Jamaica.

#### Course Description

The Certificate in Financial Securities Management is an introductory level investment course that introduces participants to capital markets, investment products and the financial services industry. The course has two modules consisting of three (3) units each. It is a pass-fail course assessed by means of projects and examinations.

#### General Aims and Objectives

On successful completion of the programme the participants should be able to:

- Perform the duties of a Securities Dealer
- Provide complete financial services for clients
- Manage investment portfolios
- Prepare for further studies in Financial and Securities Management

#### Schedule

The programme is schedule to start Monday, September 20, 2010 and ends February 2011. Classes are held tow (2) days a week, Mondays and Wednesday s, between the hours of 5:30pm to 8:30pm.

#### Programme Cost

The cost for the programme is fifty one thousand, five hundred and sixty dollars (JA\$51,560).

#### Entry Requirements

Applicants must satisfy one of the following entry requirements.

- First Degree
- UCC diploma or equivalent
- 3 years working experience in the Securities or Financial Industry and a recommendation from your employer.

# Course Content

## **Module 1**

### **Unit 1**

#### **Introduction**

**15 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Distinguish between the various types of businesses
2. Differentiate among the methods used to finance business and government operations
3. Discuss the operation and role of capital markets in Jamaica
4. Distinguish among the various financial services offered by Jamaican Financial Intermediaries
5. Interpret the financial statement of a publicly listed company
6. Assess the financial viability of a company

#### **Unit 1 Content**

The Economy

Types of Businesses

Methods of Financing Business and Government Operations

Financial Markets

Capital Markets

National and Global

Jamaican

Financial Intermediaries and Services

Financial Statements

Understanding and Interpreting

#### **Unit 1 Assessment**

Assessment for this unit will be covered in end of Module 1 examination. Areas from this unit will contribute 15% to module assessment. Questions for this unit will consist of multiple choice, short Answer questions and a Case Study

## **Unit 2**

### **Taxation and Securities**

**9 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Identify the main areas of the Jamaican tax laws that impact on the Securities Industry
2. Assess the tax implications of an investment decision or portfolio mix

#### **Unit 2 Content**

Taxation Laws

Jamaican Tax Laws

#### **Unit 2 Assessment**

Assessment for this unit will be covered in end of Module 1 examination. Areas from this unit will contribute 10% to module assessment. Questions for this unit will consist of multiple choice, short Answer questions and a Case Study.

## **Unit 3**

### **Securities and Their Exchange**

**21 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Differentiate between fixed income securities and equities
2. Evaluate the risk associated with the main types of securities
3. Explain how securities are exchanged
4. Describe the trading operations of the Jamaica Stock Exchange
5. Discuss the advantages and disadvantages of cross border trading and listing

#### **Unit 3 Content**

Fixed Income Securities

Government Debt Issues

Corporate Bonds, Debentures

The Money Market

Equities

Common Stock

Preference Stock

Buying and Selling Equities

Special Types of Securities

Derivative Securities

Securities Exchanges

Stock Exchanges

The Jamaica Stock Exchange

Regional Stock Exchanges

Cross Border Trading and Listing

This unit includes a Field Trip to observe JSE trading

### **Unit 3 Assessment**

- Individual Report on visit to Stock Exchange will contribute 8% to module assessment.
- Other assessment for this unit will be covered in end of Module 1 examination. Areas from this unit will contribute 22% to module assessment. Questions for this unit will consist of multiple choice, short Answer questions and essay questions.

## **Module 2**

### **Unit 4**

#### **Financial Planning and Advising**

**24 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Analyze investment instruments using objective criteria
2. Build an Investment Portfolio that meets the needs of a specific investor
3. Outline the operations and functions of a Brokerage Firm
4. Discuss the ethical and professional standards that govern the securities industry
5. Distinguish among the range of professions in the securities industry
6. Identify avenues for further professional development within the securities industry
7. Develop a good professional relationship with their clients
8. Provide a high level of customer service to clients

#### **Unit 4 Content**

Portfolio Management

Analyzing Markets and Products

Building an Investment Portfolio

Human Life cycle and investment needs

The Brokerage Firm

Ethics and Professional Standards

Professions in the Securities Industry

Professional Development

Customer/Client Service and Relations

#### **Unit 4 Assessment**

- Individual Simulation Portfolio will contribute 20% to module assessment.
- Other assessment for this unit will be covered in end of Module 2 examination. Areas from this unit will contribute 10% to module assessment. Questions for this unit will consist of multiple choice, short Answer questions and a Case Study.

## **Unit 5**

### **Regulation of Securities Firms and Dealers**

**9 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Discuss the regulation of the Financial Sector
2. Outline the process and requirements to become a licensed Securities Dealer in Jamaica
3. Identify the main clauses in the Jamaican Securities Act
4. Explain the role and functions of the Securities Commission
5. Discuss the importance of regulating the securities and financial sectors
6. Outline the main provisions in the regulations accompanying the Jamaica Securities Act

#### **Unit 5 Content**

Regulation of the Financial Sector

Regulation of the Securities Sector

The Securities Act

Regulations of the Securities Act

Conduct of Business

Disclosure of Interests

Role and Function of the Securities Commission

Money Laundering and the Securities Sector

Students will be supplied with a copy of the Jamaican Securities Act and its regulations.

#### **Unit 5 Assessment**

Assessment for this unit will be covered in end of Module 2 examination. Areas from this unit will contribute 10% to module assessment. Questions for this unit will consist of multiple choice, short Answer questions and a Case Study.

## **Unit 6**

### **Current Issues in Securities Management**

**3 hours**

#### **Unit Objectives**

On successful completion of this unit the participants should be able to:

1. Identify the main challenges and opportunities facing the Jamaica securities industry
2. Discuss topical and current issues impacting on the securities industry

#### **Unit 6 Content**

Anti-terrorism and the Securities industry

Challenges facing the Securities industry in Jamaica

Opportunities for Securities Management in Jamaica and the Region

#### **Unit 6 Assessment**

Individual Research Project will contribute 5% to Module 2 assessment.

### Total Course Assessment

Students in the programme will be assessed by the following methods:

- End of module examinations after modules 1 and 2 (each exam is three hours in duration and includes multiple choice, short answer, case studies and essay questions). Each exam will cover the areas addressed in the units and the weighting of the questions and marks will be consistent with the time allocated to each unit.
- Individual reports on visit to Stock Exchange
- Simulation Portfolio
- Individual research project

### Summary Programme Elements

	Unit	Unit Title	Duration	Method of Assessment	Weighting of Assessment
<b>Module 1</b>	Unit 1	Introduction to Financial Securities	15 hours	Exam	15%
	Unit 2	Taxation and Securities	9 hours	Exam	10%
	Unit 3	Securities and their Exchange	21 hours	Individual Report (8%) Exam (22%)	30%
	<b>Module 1 Assessment</b> Individual Report (8%) Examination (47%)				<b>55%</b>
<b>Module 2</b>	Unit 4	Financial Planning and Advising	24 hours	Financial Planning Project (20%) Exam (10%)	30%
	Unit 5	Regulation of Securities Firms and Dealers	9 hours	Exam	10%
	Unit 6	Current Issues in Securities Management	3 hours	Individual Research Project	5%
	<b>Module 2 Assessment</b> Simulation Portfolio (20%) Individual Project (5%) Examination (20%)				<b>45%</b>