



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:

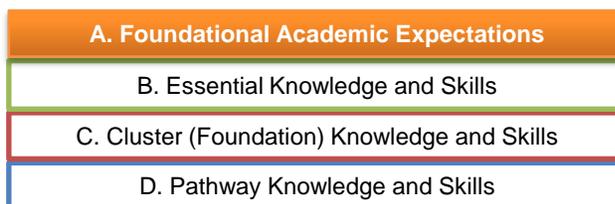


## PATHWAY DESCRIPTION

*Securities and Investments Pathway:* The securities and investments industry consists of brokerage firms, investment banks, and stock exchanges, all of which support the flow of funds from investors to companies and institutions. Related services include financial planning, asset management, hedge fund management, and custody services.

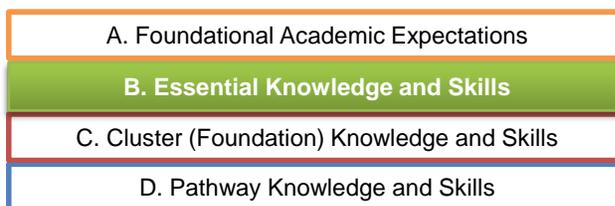
## A. FOUNDATIONAL ACADEMIC EXPECTATIONS

All secondary students should meet their state's academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.



## B. ESSENTIAL KNOWLEDGE AND SKILLS

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.



**Essential Topic  
ESS01**

**ACADEMIC FOUNDATIONS:** *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*



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**ESS01.01 Complete required training, education, and certification to prepare for employment in a particular career field.**

- ESS01.01.01 Identify training, education and certification requirements for occupational choice.
- ESS01.01.02 Participate in career-related training and/or degree programs.
- ESS01.01.03 Pass certification tests to qualify for licensure and/or certification in chosen occupational area.

**ESS01.02 Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.02.01 Model behaviors that demonstrate active listening.
- ESS01.02.02 Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
- ESS01.02.03 Organize oral and written information.
- ESS01.02.04 Compose focused copy for a variety of written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.05 Edit copy to create focused written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.06 Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
- ESS01.02.07 Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
- ESS01.02.08 Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
- ESS01.02.09 Predict potential outcomes and/or solutions based on oral and written information regarding trends.
- ESS01.02.10 Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.

**ESS01.03 Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.03.01 Identify whole numbers, decimals, and fractions.
- ESS01.03.02 Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- ESS01.03.03 Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
- ESS01.03.04 Apply data and measurements to solve a problem.
- ESS01.03.05 Analyze Mathematical problem statements for missing and/or irrelevant data.
- ESS01.03.06 Construct charts/tables/graphs from functions and data.



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ESS01.03.07 <b>ESS01.04</b>	Analyze data when interpreting operational documents. <b>Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.</b>
ESS01.04.01	Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.
ESS01.04.02	Apply scientific methods in qualitative and quantitative analysis, data gathering, direct and indirect observation, predictions, and problem identification.
<b>Essential Topic</b> <b>ESS02</b>	<b>COMMUNICATIONS: <i>Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.</i></b>
<b>ESS02.01</b>	<b>Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</b>
ESS02.01.01	Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis).
ESS02.01.02	Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.
ESS02.01.03	Select the reading strategy or strategies needed to fully comprehend the content within a written document (i.e., skimming, reading for detail, reading for meaning or critical analysis).
ESS02.01.04	Interpret information, data, and observations to apply information learned from reading to actual practice.
ESS02.01.05	Transcribe information, data, and observations to apply information learned from reading to actual practice.
ESS02.01.06	Communicate information, data, and observations to apply information learned from reading to actual practice.
<b>ESS02.02</b>	<b>Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.</b>
ESS02.02.01	Employ verbal skills when obtaining and conveying information.
ESS02.02.02	Record information needed to present a report on a given topic or problem.
ESS02.02.03	Write internal and external business correspondence that conveys and/or obtains information effectively.
ESS02.02.04	Communicate with other employees to clarify workplace objectives.
ESS02.02.05	Communicate effectively with customers and employees to foster positive relationships.



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- ESS02.03**      **Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.**
- ESS02.03.01      Locate written information used to communicate with co-workers and customers.
- ESS02.03.02      Organize information to use in written and oral communications.
- ESS02.03.03      Reference the sources of information.
- ESS02.04**      **Evaluate and use information resources to accomplish specific occupational tasks.**
- ESS02.04.01      Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.
- ESS02.04.02      Evaluate the reliability of information from informational texts, Internet Web sites, and/or technical materials and resources.
- ESS02.05**      **Use correct grammar, punctuation and terminology to write and edit documents.**
- ESS02.05.01      Compose multi-paragraph documents clearly, succinctly, and accurately.
- ESS02.05.02      Use descriptions of audience and purpose when preparing and editing written documents.
- ESS02.05.03      Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.
- ESS02.06**      **Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.**
- ESS02.06.01      Prepare oral presentations to provide information for specific purposes and audiences.
- ESS02.06.02      Identify support materials that will enhance an oral presentation.
- ESS02.06.03      Prepare support materials that will enhance an oral presentation.
- ESS02.06.04      Deliver an oral presentation that sustains listeners' attention and interest.
- ESS02.06.05      Align presentation strategies to the intended audience.
- ESS02.06.06      Implement multi-media strategies for presentations.
- ESS02.07**      **Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.**
- ESS02.07.01      Interpret verbal behaviors when communicating with clients and co-workers.
- ESS02.07.02      Interpret nonverbal behaviors when communicating with clients and co-workers.
- ESS02.08**      **Apply active listening skills to obtain and clarify information.**
- ESS02.08.01      Interpret a given verbal message/information.
- ESS02.08.02      Respond with restatement and clarification techniques to clarify information.
- ESS02.09**      **Develop and interpret tables, charts, and figures to support written and oral communications.**



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- ESS02.09.01 Create tables, charts, and figures to support written and oral communications.
- ESS02.09.02 Interpret tables, charts, and figures used to support written and oral communication.

**ESS02.10 Listen to and speak with diverse individuals to enhance communication skills.**

- ESS02.10.01 Apply factors and strategies for communicating with a diverse workforce.
- ESS02.10.02 Demonstrate ability to communicate and resolve conflicts within a diverse workforce.

**ESS02.11 Exhibit public relations skills to increase internal and external customer/client satisfaction.**

- ESS02.11.01 Communicate effectively when developing positive customer/client relationships.

**Essential Topic**  
**ESS03**  
**PROBLEM-SOLVING AND CRITICAL THINKING: *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.***

**ESS03.01 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).**

- ESS03.01.01 Identify common tasks that require employees to use problem-solving skills.
- ESS03.01.02 Analyze elements of a problem to develop creative solutions.
- ESS03.01.03 Describe the value of using problem-solving and critical thinking skills to improve a situation or process.
- ESS03.01.04 Create ideas, proposals, and solutions to problems.
- ESS03.01.05 Evaluate ideas, proposals, and solutions to problems.
- ESS03.01.06 Use structured problem-solving methods when developing proposals and solutions.
- ESS03.01.07 Generate new and creative ideas to solve problems by brainstorming possible solutions.
- ESS03.01.08 Critically analyze information to determine value to the problem-solving task.
- ESS03.01.09 Guide individuals through the process of recognizing concerns and making informed decisions.
- ESS03.01.10 Identify alternatives using a variety of problem-solving and critical thinking skills.
- ESS03.01.11 Evaluate alternatives using a variety of problem-solving and critical thinking skills.

**ESS03.02 Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.**

- ESS03.02.01 Analyze situations and behaviors that affect conflict management.
- ESS03.02.02 Determine best options/outcomes for conflict resolution using critical thinking skills.



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- ESS03.02.03 Identify with others' feelings, needs, and concerns.
- ESS03.02.04 Implement stress management techniques.
- ESS03.02.05 Resolve conflicts with/for customers using conflict resolution skills.
- ESS03.02.06 Implement conflict resolution skills to address staff issues/problems.

**ESS03.03 Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.**

- ESS03.03.01 Write realistic performance goals, objectives and action plans.
- ESS03.03.02 Monitor performance goals and adjust as necessary.
- ESS03.03.03 Recognize goal achievement using appropriate rewards in the workplace.

**ESS03.04 Conduct technical research to gather information necessary for decision-making.**

- ESS03.04.01 Align the information gathered to the needs of the audience.
- ESS03.04.02 Gather technical information and data using a variety of resources.
- ESS03.04.03 Analyze information and data for value to the research objectives.
- ESS03.04.04 Evaluate information and data to determine value to research objectives.

**Essential Topic**  
**ESS04** **INFORMATION TECHNOLOGY APPLICATIONS: *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.***

**ESS04.01 Use Personal Information Management (PIM) applications to increase workplace efficiency.**

- ESS04.01.01 Manage personal schedules and contact information.
- ESS04.01.02 Create memos and notes.

**ESS04.02 Employ technological tools to expedite workflow.**

- ESS04.02.01 Use information technology tools to manage and perform work responsibilities.

**ESS04.03 Operate electronic mail applications to communicate within a workplace.**

- ESS04.03.01 Use email to share files and documents.
- ESS04.03.02 Identify the functions and purpose of email systems.
- ESS04.03.03 Use email to communicate within and across organizations.

**ESS04.04 Operate Internet applications to perform workplace tasks.**

- ESS04.04.01 Access and navigate Internet (e.g., use a web browser).
- ESS04.04.02 Search for information and resources.
- ESS04.04.03 Evaluate Internet resources for reliability and validity.

**ESS04.05 Operate writing and publishing applications to prepare business communications.**

- ESS04.05.01 Prepare simple documents and other business communications.
- ESS04.05.02 Prepare reports and other business communications by integrating graphics and other non-text elements.



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ESS04.05.03	Prepare complex multi-media publications.
<b>ESS04.06</b>	<b>Operate presentation applications to prepare presentations.</b>
ESS04.06.01	Prepare presentations for training, sales and information sharing.
ESS04.06.02	Deliver presentations with supporting materials.
<b>ESS04.07</b>	<b>Employ spreadsheet applications to organize and manipulate data.</b>
ESS04.07.01	Create a spreadsheet.
ESS04.07.02	Perform calculations and analyses on data using a spreadsheet.
<b>ESS04.08</b>	<b>Employ database applications to manage data.</b>
ESS04.08.01	Manipulate data elements.
ESS04.08.02	Manage interrelated data elements.
ESS04.08.03	Analyze interrelated data elements.
ESS04.08.04	Generate reports showing interrelated data elements.
<b>ESS04.09</b>	<b>Employ collaborative/groupware applications to facilitate group work.</b>
ESS04.09.01	Facilitate group work through management of shared schedule and contact information.
ESS04.09.02	Facilitate group work through management of shared files and online information.
ESS04.09.03	Facilitate group work through instant messaging or virtual meetings.
<b>ESS04.10</b>	<b>Employ computer operations applications to manage work tasks.</b>
ESS04.10.01	Manage computer operations.
ESS04.10.02	Manage file storage.
ESS04.10.03	Compress or alter files.
<b>ESS04.11</b>	<b>Use computer-based equipment (containing embedded computers or processors) to control devices.</b>
ESS04.11.01	Operate computer driven equipment and machines.
ESS04.11.02	Use installation and operation manuals.
ESS04.11.03	Troubleshoot computer driven equipment and machines.
ESS04.11.04	Access support as needed to maintain operation of computer driven equipment and machines.

**Essential Topic**  
**ESS05**

**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

<b>ESS05.01</b>	<b>Describe the nature and types of business organizations to build an understanding of the scope of organizations.</b>
ESS05.01.01	List the types and functions of businesses.
ESS05.01.02	Describe the types and functions of businesses.
ESS05.01.03	Explain the functions and interactions of common departments within a business.



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**ESS05.02 Implement quality control systems and practices to ensure quality products and services.**

ESS05.02.01 Describe quality control standards and practices common to the workplace.

**Essential Topic  
ESS06**

**SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

**ESS06.01 Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.**

ESS06.01.01 Assess workplace conditions with regard to safety and health.  
ESS06.01.02 Align safety issues with appropriate safety standards to ensure a safe workplace/jobsite.  
ESS06.01.03 Identify safety hazards common to workplaces.  
ESS06.01.04 Identify safety precautions to maintain a safe worksite.  
ESS06.01.05 Select appropriate personal protective equipment as needed for a safe workplace/jobsite.  
ESS06.01.06 Inspect personal protective equipment commonly used for selected career pathway.  
ESS06.01.07 Use personal protective equipment according to manufacturer rules and regulations.  
ESS06.01.08 Employ a safety hierarchy and communication system within the workplace/jobsite.  
ESS06.01.09 Implement safety precautions to maintain a safe worksite.

**ESS06.02 Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.**

ESS06.02.01 Identify rules and laws designed to promote safety and health in the workplace.  
ESS06.02.02 State the rationale of rules and laws designed to promote safety and health.

**ESS06.03 Employ emergency procedures as necessary to provide aid in workplace accidents.**

ESS06.03.01 Use knowledge of First Aid procedures as necessary.  
ESS06.03.02 Use knowledge of CPR procedures as necessary.  
ESS06.03.03 Use safety equipment as necessary.

**ESS06.04 Employ knowledge of response techniques to create a disaster and/or emergency response plan.**

ESS06.04.01 Complete an assessment of an emergency and/or disaster situation.  
ESS06.04.02 Create an emergency and/or disaster plan.



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Essential Topic ESS07	<b>LEADERSHIP AND TEAMWORK: <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i></b>
<b>ESS07.01</b>	<b>Employ leadership skills to accomplish organizational goals and objectives.</b>
ESS07.01.01	Analyze the various roles of leaders within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).
ESS07.01.02	Exhibit traits such as empowerment, risk, communication, focusing on results, decision-making, problem solution, and investment in individuals when leading a group in solving a problem.
ESS07.01.03	Exhibit traits such as compassion, service, listening, coaching, developing others, team development, and understanding and appreciating others when acting as a manager of others in the workplace.
ESS07.01.04	Exhibit traits such as enthusiasm, creativity, conviction, mission, courage, concept, focus, principle-centered living, and change when interacting with others in general.
ESS07.01.05	Consider issues related to self, team, community, diversity, environment, and global awareness when leading others.
ESS07.01.06	Exhibit traits such as innovation, intuition, adaptation, life-long learning and coachability to develop leadership potential over time.
ESS07.01.07	Analyze leadership in relation to trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.
ESS07.01.08	Describe observations of outstanding leaders using effective management styles.
ESS07.01.09	Participate in civic and community leadership and teamwork opportunities to enhance skills.
<b>ESS07.02</b>	<b>Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.</b>
ESS07.02.01	Implement organizational skills when facilitating others' work efforts.
ESS07.02.02	Explain how to manage a staff that satisfies work demands while adhering to budget constraints.
ESS07.02.03	Describe how staff growth and development to increase productivity and employee satisfaction.
ESS07.02.04	Organize team involvement within a group environment.
ESS07.02.05	Work with others to develop and gain commitment to team goals.
ESS07.02.06	Distribute responsibility and work load fairly.
ESS07.02.07	Model leadership and teamwork qualities to aid in employee morale.
ESS07.02.08	Identify best practices for successful team functioning.
ESS07.02.09	Explain best practices for successful team functioning.
<b>ESS07.03</b>	<b>Employ teamwork skills to achieve collective goals and use team member's talents effectively.</b>



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- ESS07.03.01 Work with others to achieve objectives in a timely manner.
- ESS07.03.02 Promote the full involvement and use of team member's individual talents and skills.
- ESS07.03.03 Employ conflict-management skills to facilitate solutions.
- ESS07.03.04 Demonstrate teamwork skills through working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.
- ESS07.03.05 Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.
- ESS07.03.06 Develop plans to improve team performance.
- ESS07.03.07 Demonstrate commitment to and a positive attitude toward team goals.
- ESS07.03.08 Take responsibility for shared group and individual work tasks.
- ESS07.03.09 Assist team members in completing their work.
- ESS07.03.10 Adapt effectively to changes in projects and work activities.
- ESS07.03.11 Negotiate effectively to arrive at decisions.

**ESS07.04 Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.**

- ESS07.04.01 Build effective working relationships using interpersonal skills.
- ESS07.04.02 Use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders and backgrounds.
- ESS07.04.03 Manage personal skills to accomplish assignments.
- ESS07.04.04 Treat people with respect.
- ESS07.04.05 Provide constructive praise and criticism.
- ESS07.04.06 Demonstrate sensitivity to and value for diversity.
- ESS07.04.07 Manage stress and control emotions.

**ESS07.05 Conduct and participate in meetings to accomplish work tasks.**

- ESS07.05.01 Develop meeting goals, objectives and agenda.
- ESS07.05.02 Assign responsibilities for preparing materials and leading discussions.
- ESS07.05.03 Prepare materials for leading discussion.
- ESS07.05.04 Assemble and distribute meeting materials.
- ESS07.05.05 Conduct meeting to achieve objectives within scheduled time.
- ESS07.05.06 Demonstrate effective communication skills in meetings.
- ESS07.05.07 Produce meeting minutes including decisions and next steps.
- ESS07.05.08 Use parliamentary procedure, as needed, to conduct meetings.

**ESS07.06 Employ mentoring skills to inspire and teach others.**

- ESS07.06.01 Use motivational techniques to enhance performance in others.
- ESS07.06.02 Provide guidance to enhance performance in others.

**Essential Topic ESS08 ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the importance of professional ethics and legal responsibilities.***

**ESS08.01 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.**



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- ESS08.01.01 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
- ESS08.01.02 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities.
- ESS08.01.03 Identify personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.04 Explain personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.05 Determine the most appropriate response to workplace situations based on legal and ethical considerations.
- ESS08.01.06 Explain the most appropriate response to workplace situations based on legal and ethical considerations.

**ESS08.02 Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.**

- ESS08.02.01 Locate information on organizational policies in handbooks and manuals.
- ESS08.02.02 Discuss how specific organizational policies and procedures influence a specific work situation.

**Essential Topic**  
**ESS09**

**EMPLOYABILITY AND CAREER DEVELOPMENT:** *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.*

**ESS09.01 Identify and demonstrate positive work behaviors and personal qualities needed to be employable.**

- ESS09.01.01 Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.
- ESS09.01.02 Demonstrate flexibility and willingness to learn new knowledge and skills.
- ESS09.01.03 Exhibit commitment to the organization.
- ESS09.01.04 Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.
- ESS09.01.05 Apply communication strategies when adapting to a culturally diverse environment.
- ESS09.01.06 Manage resources in relation to the position (i.e. budget, supplies, computer, etc).
- ESS09.01.07 Identify positive work-qualities typically desired in each of the career cluster's pathways.
- ESS09.01.08 Manage work roles and responsibilities to balance them with other life roles and responsibilities.

**ESS09.02 Develop a personal career plan to meet career goals and objectives.**



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ESS09.02.01      Develop career goals and objectives as part of a plan for future career direction.

ESS09.02.02      Develop strategies to reach career objectives.

**ESS09.03      Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.**

ESS09.03.01      Use multiple resources to locate job opportunities.

ESS09.03.02      Prepare a résumé.

ESS09.03.03      Prepare a letter of application.

ESS09.03.04      Complete an employment application.

ESS09.03.05      Interview for employment.

ESS09.03.06      List the standards and qualifications that must be met in order to enter a given industry.

ESS09.03.07      Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.

**ESS09.04      Maintain a career portfolio to document knowledge, skills and experience in a career field.**

ESS09.04.01      Select educational and work history highlights to include in a career portfolio.

ESS09.04.02      Produce a record of work experiences, licenses, certifications and products.

ESS09.04.03      Organize electronic or physical portfolio for use in demonstrating knowledge, skills and experiences.

**ESS09.05      Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.**

ESS09.05.01      Compare employment opportunities to individual needs and career plan objectives.

ESS09.05.02      Evaluate employment opportunities based upon individual needs and career plan objectives.

ESS09.05.03      Demonstrate appropriate methods for accepting or rejecting employment offers.

**ESS09.06      Identify and exhibit traits for retaining employment to maintain employment once secured.**

ESS09.06.01      Model behaviors that demonstrate reliability and dependability.

ESS09.06.02      Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite.

ESS09.06.03      Complete required employment forms and documentation such as I-9 form, work visa, W-4 and licensures to meet employment requirements.

ESS09.06.04      Summarize key activities necessary to retain a job in the industry.

ESS09.06.05      Identify positive work behaviors and personal qualities necessary to retain employment.



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**ESS09.07 Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.**

ESS09.07.01 Locate and identify career opportunities that appeal to personal career goals.

ESS09.07.02 Match personal interest and aptitudes to selected careers.

**ESS09.08 Recognize and act upon requirements for career advancement to plan for continuing education and training.**

ESS09.08.01 Identify opportunities for career advancement.

ESS09.08.02 Pursue education and training opportunities to acquire skills necessary for career advancement.

ESS09.08.03 Examine the organization and structure of various segments of the industry to prepare for career advancement.

ESS09.08.04 Research local and regional labor (workforce) market and job growth information to project potential for advancement.

ESS09.08.05 Manage employment relations to make career advancements.

**ESS09.09 Continue professional development to keep current on relevant trends and information within the industry.**

ESS09.09.01 Use self assessment, organizational priorities, journals, Internet sites, professional associations, peers and other resources to develop goals that address training, education and self-improvement issues.

ESS09.09.02 Read trade magazines and journals, manufacturers' catalogues, industry publications and Internet sites to keep current on industry trends.

ESS09.09.03 Participate in relevant conferences, workshops, mentoring activities and in-service training to stay current with recent changes in the field.

**ESS09.10 Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.**

ESS09.10.01 Examine continuing education requirements related to licensing, certification, and credentialing requirements at the local, state and national levels for chosen occupation.

ESS09.10.02 Examine the procedures and paperwork involved in maintaining and updating licensure, certification and credentials for chosen occupation.

ESS09.10.03 Align ongoing licensing, certification and credentialing requirements to career plans and goals.

**ESS09.11 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.**

ESS09.11.01 Describe the opportunities for entrepreneurship in a given industry.

**Essential Topic  
ESS10**

**TECHNICAL SKILLS:** *Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

**ESS10.01      Employ information management techniques and strategies in the workplace to assist in decision-making.**

- ESS10.01.01      Use information literacy skills when accessing, evaluating and disseminating information.
- ESS10.01.02      Describe the nature and scope of information management.
- ESS10.01.03      Maintain records to facilitate ongoing business operations.

**ESS10.02      Employ planning and time management skills and tools to enhance results and complete work tasks.**

- ESS10.02.01      Develop goals and objectives.
- ESS10.02.02      Prioritize tasks to be completed.
- ESS10.02.03      Develop timelines using time management knowledge and skills.
- ESS10.02.04      Use project-management skills to improve workflow and minimize costs.

**C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS**

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Finance Cluster. Persons preparing for careers in the Finance Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.



**Cluster Topic      ACADEMIC FOUNDATIONS: *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.***  
**FNC01**

**FNC01.01      Solve mathematical problems to obtain information for decision making in finance.**

- FNC01.01.01      Employ numbers and operations in finance.  
*Sample Indicators*      Recognize relationships among numbers  
Employ mathematical operations  
Perform computations successfully  
Predict reasonable estimations
- FNC01.01.02      Apply algebraic skills to make business decisions.  
*Sample Indicators*      Recognize patterns and mathematical relations  
Use algebraic symbols to represent, solve, and analyze mathematical problems  
Create mathematical models from real-life situations  
Represent changes in quantities mathematically  
Determine rate of change mathematically  
Interpret graphical and numerical data
- FNC01.01.03      Employ measurement skills to make business decisions.  
*Sample Indicators*      Recognize measurable attributes of objects  
Take measurements correctly
- FNC01.01.04      Perform data analysis to make business decisions.



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

*Sample Indicators*

- Formulate questions effectively
- Collect relevant data
- Organize useful data
- Answer questions appropriately
- Employ appropriate statistical methods in data analysis
- Develop and evaluate inferences and predictions
- Apply basic concepts of probability

FNC01.01.05 Use problem-solving techniques to evaluate the accuracy of mathematical responses in finance.

*Sample Indicators*

- Identify problem-solving techniques
- Apply a variety of problem-solving strategies
- Adjust problem-solving strategies, when needed

**FNC01.02 Discuss the economic principles and concepts fundamental to financial operations.**

FNC01.02.01 Discuss economic concepts impacting finance.

*Sample Indicators*

- Distinguish between economic goods and services
- Explain the concept of economic resources
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Describe the functions of prices in markets

FNC01.02.02 Explain the nature of business.

*Sample Indicators*

- Explain the role of business in society
- Describe types of business activities
- Explain the organizational design of businesses
- Discuss the global environment in which businesses operate
- Describe factors that affect the business environment
- Explain how organizations adapt to today's markets

FNC01.02.03 Describe economic systems.

*Sample Indicators*

- Explain the types of economic systems
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition
- Describe market structures

FNC01.02.04 Explain the impact of government on business activities.

*Sample Indicators*

- Determine the relationship between government and business
- Describe the nature of taxes
- Discuss the nature of monetary policy
- Discuss the supply and demand for money
- Explain the role of the Federal Reserve System
- Explain the concept of fiscal policies
- Describe the effects of fiscal and monetary policies

FNC01.02.05 Analyze cost/profit relationships in finance.

*Sample Indicators*

- Explain the concept of productivity
- Analyze impact of specialization/division of labor on productivity
- Explain the concept of organized labor and business
- Explain the impact of the law of diminishing returns
- Describe the concept of economies of scale

FNC01.02.06 Describe economic indicators impacting financial decision-making.



**Finance Career Cluster  
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Knowledge and Skill Statements**

*Sample Indicators*

Describe the concept of price stability as an economic measure  
 Discuss the measure of consumer spending as an economic indicator  
 Discuss the impact of a nation's unemployment rates  
 Explain the concept of Gross Domestic Product  
 Describe the economic impact of inflation on business  
 Explain unemployment and inflation tradeoffs  
 Explain the economic impact of interest-rate fluctuations  
 Determine the impact of business cycles on business activities

FNC01.02.07

*Sample Indicators*

**Determine global trade's impact on business decision-making.**  
 Explain the nature of global trade  
 Describe the determinants of exchange rates and their effects on the domestic economy  
 Discuss the impact of cultural and social environments on global trade  
 Explain labor issues associated with global trade

**FNC01.03**

**Integrate sociological knowledge of group behavior to understand customer decision-making in finance.**

FNC01.03.01

*Sample Indicators*

**Employ sociological knowledge to facilitate finance activities.**  
 Analyze and interpret complex societal issues, events, and problems  
 Analyze researched information and statistics  
 Reach reasoned conclusions  
 Examine social beliefs, influences, and behavior  
 Analyze group dynamics  
 Assess human behavior

**FNC01.04**

**Integrate psychological knowledge to understand finance customer motivation.**

FNC01.04.01

*Sample Indicators*

**Apply psychological knowledge to facilitate finance activities.**  
 Recognize factors influencing perception  
 Identify sources of attitude formation  
 Assess methods used to evaluate attitudes  
 Identify basic social and cultural strata  
 Determine behavioral effects of social and cultural strata  
 Analyze effects of others on individual behavior  
 Predict likelihood of conformity and obedience  
 Determine significance of aggression  
 Recognize factors affecting personality  
 Evaluate the nature of change over a lifetime  
 Identify sources of stress  
 Detail reactions to stress  
 Employ strategies for dealing with stress  
 Investigate factors affecting motivation  
 Analyze cues to basic drives/motives  
 Analyze the development of motives

**Cluster Topic  
FNC02**

**COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

**Cluster Topic  
FNC03**

**PROBLEM-SOLVING AND CRITICAL THINKING:** *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.*

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic  
FNC04**

**INFORMATION TECHNOLOGY APPLICATIONS:** *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.*

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic  
FNC05**

**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

**FNC05.01**

**Discuss the concepts, processes, and skills used to identify new ideas, opportunities, and methods and to create or start a new finance project or venture.**

**FNC05.01.01**

**Employ entrepreneurial discovery strategies in finance.**

*Sample Indicators*

- Explain the need for entrepreneurial discovery
- Discuss entrepreneurial discovery processes
- Assess global trends and opportunities
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Describe idea-generation methods
- Generate venture ideas
- Determine feasibility of venture ideas

**FNC05.01.02**

**Develop concept for new finance venture.**

*Sample Indicators*

- Describe entrepreneurial planning considerations
- Explain tools used by entrepreneurs for venture planning
- Assess start-up requirements
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Assess the need to use external resources for concept development
- Describe strategies to protect intellectual property
- Use components of business plan to define venture idea

**FNC05.01.03**

**Determine needed resources for a new finance venture.**

*Sample Indicators*

- Describe processes used to acquire adequate financial resources for venture creation/start-up
- Select sources to finance venture creation/start-up
- Explain factors to consider in determining a venture's human-resource needs
- Explain considerations in making the decision to hire staff
- Describe considerations in selecting capital resources
- Identify capital resources needed for the venture
- Assess the costs/benefits associated with resources

**FNC05.01.04**

**Actualize new finance venture.**



**Finance Career Cluster  
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Knowledge and Skill Statements**

*Sample Indicators*

Use external resources to supplement entrepreneur's expertise  
 Explain the complexity of business operations  
 Evaluate risk-taking opportunities  
 Explain the need for business systems and procedures  
 Describe the use of operating procedures  
 Explain methods/processes for organizing workflow  
 Develop and/or provide product/service  
 Use creative problem-solving in business activities/decisions  
 Explain the impact of resource productivity on venture success  
 Create processes for ongoing opportunity recognition

Develop plan to invest resources into improving current products or creating new ones  
 Adapt to changes in business environment

FNC05.01.05

**Select harvesting strategies for finance venture.**

*Sample Indicators*

Explain the need for continuation planning  
 Describe methods of venture harvesting  
 Evaluate options for continued venture involvement  
 Develop exit strategies

**FNC05.02**

**Analyze accounting systems to examine their contribution to the fiscal stability of businesses.**

FNC05.02.01

**Describe the nature and scope of accounting.**

*Sample Indicators*

Explain the concept of accounting  
 Explain the need for accounting standards (GAAP)  
 Discuss the role of ethics in accounting  
 Explain the use of technology in accounting  
 Explain legal considerations for accounting

FNC05.02.02

**Implement accounting procedures for tracking money flow and determining financial status.**

*Sample Indicators*

Describe the nature of cash flow statements  
 Prepare cash flow statements  
 Explain the nature of balance sheets  
 Describe the nature of income statements

**FNC05.03**

**Describe tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.**

FNC05.03.01

**Describe the nature and scope of finance.**

*Sample Indicators*

Explain the role of finance in business  
 Discuss the role of ethics in finance  
 Explain legal considerations for finance  
 Discuss trends in the current financial environment (i.e., consolidation, regulatory burden, role of technology, and globalization)

**FNC05.04**

**Plan, staff, lead, and organize human resources in finance to enhance productivity and job satisfaction.**

FNC05.04.01

**Describe the role and function of human resources management.**

*Sample Indicators*

Discuss the nature of human resources management  
 Explain the role of ethics in human resources management  
 Describe the use of technology in human resources management



**Finance Career Cluster  
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Knowledge and Skill Statements**

**FNC05.05 Describe the tools, techniques, and systems that businesses use to create, communicate, and deliver value to finance customers and to manage customer relationships in ways that benefit the organization and its stakeholders.**

- FNC05.05.01 Discuss marketing's role and function.  
*Sample Indicators* Explain marketing and its importance in a global economy  
Describe marketing functions and related activities
- FNC05.05.02 Describe customer/client/business behavior in finance.  
*Sample Indicators* Explain customer/client/business buying behavior  
Discuss actions employees can take to achieve the company's desired results  
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
- FNC05.05.03 Explain a finance organization's unique selling proposition.  
*Sample Indicators* Identify company's unique selling proposition  
Identify internal and external service standards

**FNC05.06 Utilize customer relations techniques and strategies to foster positive, ongoing relationships with finance customers.**

- FNC05.06.01 Foster positive relationships with finance customers.  
*Sample Indicators* Explain the nature of positive customer relations  
Demonstrate a customer-service mindset  
Explain management's role in customer relations
- FNC05.06.02 Reinforce finance organization's image by exhibiting the company's brand promise.  
*Sample Indicators* Identify company's brand promise  
  
Determine ways of reinforcing the company's image through employee performance
- FNC05.06.03 Explain the nature and scope of customer relationship management in finance.  
*Sample Indicators* Discuss the nature of customer relationship management  
Explain the role of ethics in customer relationship management  
Describe the use of technology in customer relationship management  
Discuss customer relationship management as a key factor to success in the finance industry  
Explain trends in customer relationship management that impact finance

**FNC05.07 Plan, monitor, and control day-to-day activities to enable continued functioning in finance.**

- FNC05.07.01 Discuss operation's role and function in finance.  
*Sample Indicators* Explain the nature of operations  
Discuss the role of ethics in operations  
Describe the use of technology in operations
- FNC05.07.02 Implement purchasing activities in finance.  
*Sample Indicators* Explain the nature and scope of purchasing  
Place orders/reorders  
Maintain inventory of supplies  
Manage the bid process in purchasing  
Select vendors  
Evaluate vendor's performance
- FNC05.07.03 Describe production's role and function.



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Knowledge and Skill Statements**

<i>Sample Indicators</i>	Explain the concept of production Describe production activities
FNC05.07.04	<b>Implement quality-control processes in finance.</b>
<i>Sample Indicators</i>	Identify quality-control measures Utilize quality control methods at work Describe crucial elements of a quality culture Describe the role of management in the achievement of quality Establish efficient operating systems

**Cluster Topic FNC06**     **SAFETY, HEALTH AND ENVIRONMENTAL: *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.***

**FNC06.01**     **Implement safety, health, and environmental controls to enhance productivity in finance.**

FNC06.01.01	<b>Adhere to health and safety regulations in finance.</b>
<i>Sample Indicators</i>	Describe health and safety regulations in business Report noncompliance with business health and safety regulations
FNC06.01.02	<b>Implement safety procedures in finance.</b>
<i>Sample Indicators</i>	Follow instructions for use of equipment, tools, and machinery Follow safety precautions Maintain a safe work environment Explain procedures for handling accidents Handle and report emergency situations
FNC06.01.03	<b>Determine needed safety policies/procedures in finance.</b>
<i>Sample Indicators</i>	Identify potential safety issues Establish safety policies and procedures
FNC06.01.04	<b>Implement security policies/procedures in finance.</b>
<i>Sample Indicators</i>	Explain routine security precautions Follow established security procedures/policies Protect company information and intangibles
FNC06.01.05	<b>Develop policies/procedures to protect workplace security in finance.</b>
<i>Sample Indicators</i>	Identify potential security issues Establish policies to protect company information and intangibles Establish policies to maintain a non-hostile work environment Establish policies and procedures to maintain physical security of the work environment

**Cluster Topic FNC07**     **LEADERSHIP AND TEAMWORK: *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.***

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic FNC08**     **ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the importance of professional ethics and legal responsibilities.***



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<b>FNC08.01</b>	<b>Know and abide by laws, regulations, and ethical behavior that affect finance operations and transactions.</b>
FNC08.01.01 <i>Sample Indicators</i>	Employ ethical actions in obtaining and providing finance information. Respect the privacy of others Explain ethical considerations in providing information Protect confidential information Determine information appropriate to obtain from a client or another employee
FNC08.01.02 <i>Sample Indicators</i>	Apply ethics in finance. Explain the nature of business ethics Demonstrate responsible behavior Demonstrate honesty and integrity Demonstrate ethical work habits
FNC08.01.03 <i>Sample Indicators</i>	Manage internal and external business relationships in finance. Treat others fairly at work Describe ethics in human resources issues
FNC08.01.04 <i>Sample Indicators</i>	Explain the nature and scope of business laws and regulations. Discuss the nature of law and sources of law in the United States Describe the United States' judicial system Describe legal issues affecting businesses
FNC08.01.05 <i>Sample Indicators</i>	Discuss the civil foundations of the legal environment of business. Identify the basic torts relating to business enterprises Describe the nature of legally binding contracts
FNC08.01.06 <i>Sample Indicators</i>	Explore the regulatory environment of United States' businesses. Describe the nature of legal procedures Discuss the nature of debtor-creditor relationships Explain the nature of agency relationships Discuss the nature of environmental law Discuss the role of administrative law
FNC08.01.07 <i>Sample Indicators</i>	Describe human resources laws and regulations. Explain the nature of human resources regulations Explain the nature of workplace regulations (including OSHA, ADA) Discuss employment relationships
FNC08.01.08 <i>Sample Indicators</i>	Determine form of business ownership. Explain types of business ownership Select form of business ownership
FNC08.01.09 <i>Sample Indicators</i>	Explain commerce laws and regulations. Explain the nature of trade regulations Describe the impact of anti-trust legislation
FNC08.01.10 <i>Sample Indicators</i>	Discuss tax laws and regulations. Explain the nature of tax regulations on business Explain the nature of businesses' reporting requirements Develop strategies for legal/government compliance
FNC08.01.11 <i>Sample Indicators</i>	Describe government regulation of the finance industry. Explain federal legislation impacting the finance industry (e.g., Gramm-Leach-Bliley Act, Sarbanes-Oxley Act, Uniform Commercial Code, etc.) Discuss the effect of tax laws and regulations on financial transactions
FNC08.01.12 <i>Sample Indicators</i>	Discuss the nature and scope of compliance in finance. Discuss the nature and scope of compliance in the finance industry Describe the use of technology in compliance



**Finance Career Cluster**  
**Securities and Investments Pathway**  
**Knowledge and Skill Statements**

Explain the role of business ethics in compliance

**Cluster Topic**  
**FNC09**

**EMPLOYABILITY AND CAREER DEVELOPMENT:** *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.*

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic**  
**FNC10**

**TECHNICAL SKILLS:** *Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*

**FNC10.01**

**Maintain, control, and plan the use of financial resources to protect solvency.**

FNC10.01.01

Discuss the fundamental principles of money.

*Sample Indicators*

Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.)  
 Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)

Describe functions of money (medium of exchange, unit of measure, store of value)  
 Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)  
 Explain the time value of money  
 Explain the purposes and importance of credit  
 Explain legal responsibilities associated with financial exchanges

FNC10.01.02

Analyze personal financial needs and goals.

*Sample Indicators*

Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)  
 Set financial goals  
 Develop personal budget  
 Explain the need to save and invest

FNC10.01.03

Manage personal finances to achieve financial goals.

*Sample Indicators*

Explain the nature of tax liabilities  
 Interpret a pay stub  
 Read and reconcile bank statements  
 Maintain financial records  
 Demonstrate the wise use of credit  
 Validate credit history  
 Protect against identity theft  
 Prepare personal income tax forms (i.e., 1040 EZ)

FNC10.01.04

Describe the use of financial-services providers.

*Sample Indicators*

Describe types of financial-services providers  
 Discuss considerations in selecting a financial-services provider

FNC10.01.05

Use investment strategies.

*Sample Indicators*

Explain types of investments  
 Explain the nature of capital investment  
 Establish investment goals and objectives



**Finance Career Cluster  
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Knowledge and Skill Statements**

**FNC10.01.06** Identify potential business threats and opportunities to protect a business's financial well-being.

*Sample Indicators*

- Describe the concept of insurance
- Obtain insurance coverage
- Settle insurance losses
- Identify speculative business risks
- Explain the nature of risk management

**FNC10.01.07** Obtain business credit and control its use.

*Sample Indicators*

- Explain the purposes and importance of obtaining business credit
- Analyze critical banking relationships
- Make critical decisions regarding acceptance of bank cards
- Determine financing needed for business operations
- Identify risks associated with obtaining business credit
- Explain sources of financial assistance
- Explain loan evaluation criteria used by lending institutions
- Complete loan application package

**FNC10.01.08** Manage financial resources to ensure solvency.

*Sample Indicators*

- Describe the nature of budgets
- Explain the nature of operating budgets
- Describe the nature of cost/benefit analysis
  
- Determine relationships among total revenue, marginal revenue, output, and profit
- Develop company's/department's budget
- Forecast sales
- Calculate financial ratios
- Interpret financial statements
  
- Describe types of financial statement analysis (e.g., ratio analysis, trend analysis, etc.)
- Spot problems in/issues with financial statements

**FNC10.01.09** Explain the importance of financial markets in business.

*Sample Indicators*

- Describe the role of financial institutions
- Explain types of financial markets (i.e., money markets, securities markets, property market, market for risk transfer)

**FNC10.01.10** Explain the nature of assets' values.

*Sample Indicators*

- Discuss factors that affect the value of an asset (e.g., cash flows, growth rate, timing, inflation, interest rate, opportunity cost, and risk and required return)

**FNC10.01.11** Utilize sources of securities information to make informed financial decisions.

*Sample Indicators*

- Describe sources of securities information
- Read/Interpret securities table

**FNC10.01.12** Use debt and equity capital to raise funds for business growth.

*Sample Indicators*

- Describe the financial needs of a business at different stages of its development
- Discuss factors to consider in choosing between debt and equity capital
- Explain the significance of a firm's capital structure

**FNC10.02** **Plan, control, and organize a finance organization/department.**

**FNC10.02.01** Explain management's role in business success.

*Sample Indicators*

- Explain the concept of management
- Explain the nature of managerial ethics



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

FNC10.02.02 Utilize planning tools that can guide finance organization's/department's activities.

*Sample Indicators*

- Explain the nature of business plans
- Develop company goals/objectives
- Define business mission
- Conduct an organizational SWOT
- Explain external planning considerations
- Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)
- Develop action plans
- Develop business plan

FNC10.02.03 Control a finance organization's/department's activities.

*Sample Indicators*

- Describe the nature of managerial control (control process, types of control, what is controlled)
- Analyze operating results in relation to budget/industry
- Track performance of business plan

**FNC10.03 Monitor, plan, and control day-to-day activities required for continued business functioning.**

FNC10.03.01 Implement expense-control strategies.

*Sample Indicators*

- Explain the nature of overhead/operating costs
- Explain employee's role in expense control
- Control use of supplies
- Conduct breakeven analysis
- Negotiate service and maintenance contracts
- Negotiate lease or purchase of facility
- Develop expense control plans
- Use budgets to control operations

FNC10.03.02 Maintain property and equipment.

*Sample Indicators*

- Identify routine activities for maintaining business facilities and equipment
- Plan maintenance program

**FNC10.04 Discuss techniques and strategies used in finance to foster positive, ongoing relationships with customers.**

FNC10.04.01 Describe characteristics, motivations, and behaviors of finance clients.

*Sample Indicators*

- Describe customer needs and wants that are met by financial products and services
- Explain the responsibilities of finance professionals in providing client services

FNC10.04.02 Use Customer Relationship Management technology.

*Sample Indicators*

- Explain the use of databases in customer relationship management
- Use Customer Relationship Management (CRM) technology

**FNC10.05 Access, process, maintain, evaluate, and disseminate financial information to assist business decision-making.**

FNC10.05.01 Explain the nature and scope of financial-information management.

*Sample Indicators*

- Describe the need for financial information
- Explain the nature and scope of the financial-information management function
- Explain the role of ethics in financial-information management

FNC10.05.02 Discuss the importance of accurately reporting a business's financial position.

*Sample Indicators*

- Describe the need to accurately report a business's financial position



**Finance Career Cluster  
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Knowledge and Skill Statements**

Describe the relationship between accounting (with an emphasis on cash flow) and finance (with an emphasis on decision-making)  
Discuss types of accounting systems used to report a business's financial position (i.e., financial, tax, management, cost, accrual)

**FNC10.05.03** Discuss the nature and scope of financial information analysis.

*Sample Indicators*

Discuss the impact of economic conditions on finance  
Explain the use of financial information to identify trends  
Describe the need to analyze customer financial information

Identify reasons to analyze financial data (e.g., to understand accounting treatment, to verify information, to analyze variances, to guide financial decision-making)

**FNC10.05.04** Utilize financial-information technology tools.

*Sample Indicators*

Describe the use of technology in the financial-information management function  
Demonstrate data mining techniques  
Demonstrate budgeting applications  
Demonstrate financial analysis applications  
Demonstrate advanced database applications

**FNC10.06** **Obtain, develop, maintain, and improve a financial product or service mix in order to respond to market opportunities.**

**FNC10.06.01** Explain the nature and scope of product/service management.

*Sample Indicators*

Explain the nature and scope of the product/service management function  
Identify the impact of product life cycles on business decisions  
Explain the use of technology in the product/service management function  
Discuss business ethics in product/service management

**FNC10.06.02** Develop a financial product/service mix.

*Sample Indicators*

Explain the concept of financial product/service mix  
Describe the nature of financial product/service bundling  
Identify financial product/service to fill a customer need

**FNC10.06.03** Position financial products/services to acquire desired business image.

*Sample Indicators*

Describe factors used to position financial products/services  
Explain the nature of financial product/service branding  
Explain the role of customer service in positioning/image

**FNC10.06.04** Position company to acquire desired business image.

*Sample Indicators*

Explain the nature of corporate branding  
Describe factors used by businesses to position corporate brands

**FNC10.07** **Employ financial risk-management strategies and techniques used to minimize business loss.**

**FNC10.07.01** Describe the nature and scope of risk management in finance.

*Sample Indicators*

Explain the role of ethics in risk management  
Describe the use of technology in risk management  
Discuss legal considerations affecting risk management

**FNC10.07.02** Use risk management techniques in finance.

*Sample Indicators*

Discuss the relationship between risk and business objectives  
Develop a risk management program  
Evaluate a risk management program

**FNC10.07.03** Describe risk control methods in finance.

*Sample Indicators*

Discuss the nature of risk control (i.e., internal and external)  
Explain ways to assess risk  
Describe the importance of auditing risk control



**Finance Career Cluster  
Securities and Investments Pathway  
Knowledge and Skill Statements**

Discuss risk control systems

## D. PATHWAY KNOWLEDGE AND SKILLS

The following knowledge and skill statements apply to all careers in the Securities and Investments Pathway. The statements are organized within five topics.



### Pathway Topic FNPE01 **BUSINESS LAW**

**Describe and abide by laws and regulations in order to manage business operations and transactions in the securities and investments industry.**

**FNPE01.01**

FNPE01.01.01  
*Sample Indicators*

Explain regulation of the securities and investments industry.  
 Discuss legal and ethical considerations in buying and selling securities  
 Discuss state regulation of the securities and investments industry  
 Explain the role of the National Association of Securities Dealers (NASD) in the regulation of securities and investments  
 Explain the regulation of extensions of credit in the securities industry  
 Describe the nature of the Securities Investor Protection Corporation  
 Discuss taxation issues that impact securities and investments  
 Describe the nature of the Chartered Financial Analysts (CFA) Institute Code of Ethics and Professional Conduct

FNPE01.01.02  
*Sample Indicators*

Describe fundamental concepts of real estate law.  
 Explain state licensure laws for the real estate industry  
 Discuss laws pertaining to the conveyance of real estate  
 Discuss the impact of local zoning regulations on the real estate industry  
 Discuss the nature of a real estate sales contract

FNPE01.01.03  
*Sample Indicators*

Explain the nature and scope of real estate titling.  
 Discuss methods of transferring real estate titles  
 Discuss reasons for title work  
 Explain the nature of title insurance  
 Discuss types of real estate property titling (e.g. sole ownership, joint tenancy with right of survivorship, tenancy in common, etc.)

### Pathway Topic FNPE02 **FINANCIAL ANALYSIS**

**Maintain, monitor, control and plan the use of financial resources in order to perform key duties in the securities and investments industry.**

**FNPE02.01**

FNPE02.01.01  
*Sample Indicators*

Describe investment analysis and selection processes.  
 Discuss types of investment objectives  
 Discuss the nature of investment risk



## Finance Career Cluster Securities and Investments Pathway Knowledge and Skill Statements

Describe the nature of diversification strategies  
Explain factors to consider when selecting investments  
Explain information that can be obtained from financial statements  
Describe information that can be obtained from annual reports  
Describe information that can be obtained from annual reports  
Explain the nature of a mutual fund prospectus  
Explain fundamental analysis used in making investment decisions  
Describe the nature of technical analysis  
Explain strategies for selecting investments  
Discuss performance measurements for venture capital  
Explain Modern Portfolio Theory (MPT)  
Discuss the Capital Asset Pricing Model (CAPM)  
Explain the Arbitrage Pricing Theory (APT)

FNPE02.01.02  
*Sample Indicators*

**Select investments for clients.**

Interpret financial ratios significant to investors  
Calculate stock-related values (e.g. the value of a constant growth stock, the expected value of future dividends, the expected rate of return, etc.)  
Calculate bond-related values (e.g. the price of a bond given its yield to maturity, the coupon interest payment for a bond, the effects of interest rates on the price of a bond, etc.)  
Assess securities' fundamentals  
Choose investments based on fundamental analysis

FNPE02.01.03  
*Sample Indicators*

**Appraise a property to determine its value.**

Explain the real estate valuation process  
Conduct a real estate appraisal  
Prepare a real estate appraisal report  
Appraise an investment property

**Pathway Topic  
FNPE03**

### **OPERATIONS**

**FNPE03.01**

**Monitor, plan, and control day-to-day securities and investments operations to ensure continued business functioning.**

FNPE03.01.01  
*Sample Indicators*

Implement securities and investments operations activities.  
Discuss the functions of operations departments in securities and investments  
Perform the buy/sell functions of a brokerage clerk  
Post transaction data to accounting ledgers and certificate records  
Schedule the delivery of customers' securities  
Calculate commissions

**Pathway Topic  
FNPE04**

### **PROFESSIONAL DEVELOPMENT**

**FNPE04.01**

**Utilize career planning concepts, tools, and strategies to explore, obtain, and develop in a securities and investments career.**

FNPE04.01.01  
*Sample Indicators*

Describe careers in securities and investments.  
Describe the role and responsibilities of individuals in the securities and investments industry



**Finance Career Cluster**  
**Securities and Investments Pathway**  
**Knowledge and Skill Statements**

- FNPE04.01.02      Explore securities and investments licensing and certification programs.  
*Sample Indicators*      Describe the Series 6 and Series 7 licensing exams required to sell securities and other financial products  
      Explain professional designations in the securities and investments industry (e.g. CFS, CFA, BCAA, BCS, CSC, CFP, etc.)
- FNPE04.01.03      Describe the environments in which securities and investments services are offered.  
*Sample Indicators*      Discuss considerations in selecting a securities sales agent  
      Describe types of securities and investment firms  
      Describe how securities are traded  
      Explain the principal factors that affect securities markets  
      Explain causes of stock price fluctuations  
      Discuss the relationship between bond prices and yields  
      Discuss the role of investment banking in the primary marketplace  
      Discuss the nature of margin accounts  
      Explain the nature of short sales  
      Discuss the nature of market timing  
      Discuss the nature of international investment strategies
- FNPE04.01.04      Describe careers in real estate.  
*Sample Indicators*      Explain the role and responsibilities of real estate sales agents  
      Describe the role and responsibilities of real estate appraisers  
      Discuss the role and responsibilities of title company personnel  
      Explain the role and responsibilities of real estate entrepreneurs  
      Discuss the role and responsibilities of property managers

**Pathway Topic**  
**FNPE05      SELLING**

- FNPE05.01      Determine client needs and wants and respond through planned, personalized communication to influence purchase decisions and enhance future securities and investments opportunities.**
- FNPE05.01.01      Explain securities and investments products and their benefits.  
*Sample Indicators*      Explain the nature of stocks  
      Describe the rights of stockholders  
      Explain the nature of dividends  
      Discuss the nature of stock splits  
      Discuss the nature of options strategies  
      Discuss the nature of hedge funds  
      Describe the nature of futures  
      Explain the nature of bonds  
      Describe the nature of mutual funds  
      Explain the rights of mutual fund shareholders  
      Explain the nature of venture capital  
      Explain the nature of real estate investments  
      Discuss the nature of retirement investment plans  
      Explain the nature of education savings plans
- FNPE05.01.02      Complete a securities and investments sale.  
*Sample Indicators*      Conduct lectures, seminars, and forums to attract potential clients



**Finance Career Cluster**  
**Securities and Investments Pathway**  
**Knowledge and Skill Statements**

- Schedule appointments with prospective clients
- Interview client
- Obtain information on the client's finances and investment goals
- Determine investment strategies for meeting client's investment goals
- Develop an investment recommendation for the client
- Prepare sales presentation materials
- Present investment recommendation to client
- Convert objections into selling points
- Close the securities/investment sale
- Complete the order ticket according to the client's instructions
- Enter the order
- Follow up on the completion of the transaction
- Monitor the client's portfolio

FNPE05.01.03  
*Sample Indicators*

**Describe real estate sales functions.**

- Discuss the listing of property to sell
- Explain ways to advertise real estate listings for sale
- Discuss ways to show property
- Explain the nature of a real estate closing/settlement

FNPE05.01.04  
*Sample Indicators*

**Assist property owners in the sale of their real estate.**

- Determine a list price
- Formulate showing instructions
- Hold an open house
- Conduct a caravan tour/real estate showing exclusively for real estate agents