



Syllabus Course Program



Financial services industry

Specialty

072 – Finance, banking, insurance and stock market

Educational program

Finance and banking,

Level of education

Master's degree

Semester

2

Institute

Institute of Economics, management and international business

Department

Accounting and finance (205)

Course type

Profile training

Language of instruction

English, Ukrainian

Lecturers and course developers



Olha Mashchenko

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D.Sc. in Economics, Professor of Accounting and Finance Department

Author and co-author of more than 85 scientific and methodological publications.

Courses: " Insurance and insurance business", " Financial markets", " Bank management", "Financial services industry", " Financial risk management".

[More about the lecturer on the department's website](#)



Maryna Tkachenko

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PhD in Economic Sciences, Associate Professor, senior lecturer of Accounting and Finance Department

Over 13 years of work experience. Author of more than 50 scientific and educational-methodical works. Leading lecturer in the following disciplines: "Enterprise tax and fee budgeting", "Management and tax accounting", "Financial Services Market", "Analytical Valuation Methods: Assets Market Value"

[More about the lecturer on the department's website](#)

General information

Summary

The course "Financial services industry" develops the knowledge and skills necessary for effective activity in the financial services market. In the course of training, students will learn how to identify the needs of consumers regarding certain types of financial services and the possibility of their satisfaction;

conduct a comparative analysis in the field of financial services, identifying advantages and disadvantages.

Course objectives and goals

Acquisition of theoretical knowledge and practical skills in the field of functioning of the financial services market. Formation of a comprehensive understanding of methods of financial services market regulation and mechanisms of activity of financial intermediaries and analysis of financial services.

Format of classes

Lectures, practical work, independent work, consultations. The final control is an exam.

Competencies

GC1. Ability to abstract thinking, analysis and synthesis.

GC3. Ability to conduct research at an appropriate level.

GC4. Ability to identify, pose and solve problems.

GC5. Ability to make a reasoned decision.

SC1. The ability to solve complex specialized tasks and practical problems in the field of conducting international banking business, which involves the use of various management decision-making methods in the implementation of cross-border banking operations through the formation of target directions for the use of investment capital, to develop and implement financial services based on the use of modern information technologies.

Learning outcomes

PL1. To have a variety of methods and tools for the development of a banking strategy, which includes the management of investment capital and the formation of complex financial instruments aimed at use in various target markets of the provision of banking services.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, practical classes - 16 hours, self-study - 72 hours.

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: "Financial management", "International financial reporting standards", "Basics of scientific research", "Insurance management".

Features of the course, teaching and learning methods, and technologies

Lectures are conducted remotely using interactive teaching methods using multimedia technologies. The practical classes use a project approach to learning and focus on the application of information technologies. Study materials are available to students through OneNote Class Notebook.

Program of the course

Topics of the lectures

Topic 1. Theoretical foundations of the functioning of the financial services industry

The essence and role of the financial services industry. The concept of "financial service" and its difference from a financial transaction. Types of financial services. Subjects of the financial services industry and their classification. Other financial participants of the financial services industry. The state in the industry of financial services. Self-regulatory organizations.

Topic 2. The main tools of the financial services industry

Concepts of "financial asset" and "financial instrument". Types of financial instruments.

Topic 3. Concept and classification of financial intermediation

The theory of financial intermediation and its evolution. Deposit financial intermediaries in the industry of financial services. Non-deposit financial intermediaries in the industry of financial services. Insurance companies. Non-state pension funds, their types and management bodies. Joint investment institutions in

the industry of financial services. Financial companies providing leasing and factoring services. Methods of remuneration of financial intermediaries.

Topic 4. Segmental structure of the financial services industry

Concepts and criteria of financial services market segmentation. The main segments of the financial services market. The infrastructure of the financial services market. Concepts and components of the infrastructure of the financial services market. Functions of the financial services market infrastructure. Factors affecting the infrastructure of the financial services market.

Topic 5. Financial services on the money market

Organization and features of the functioning of the deposit market. Services of banks in the money market. Operations with money market instruments. State financial institutions on the money market.

Topic 6. Financial services on the foreign exchange market

General characteristics of the foreign exchange market: concepts, functions, subjects, mechanism of functioning. Exchange rate and quotes. Currency transactions and their types. Provision of conversion operations services. Spot and forward operations. Currency arbitrage strategy. Carrying out transactions on the interbank foreign exchange market. Financial services for international settlements.

Cryptocurrencies: socio-economic essence and legal status. Modern regulation of financial services on the foreign exchange market.

Topic 7. Financial services on the loan market

Banking services on the credit market. Leasing and leasing operations of banks. Factoring operations mechanism. Other services of commercial banks in the financial market.

Topic 8. Financial services on the stock market

The concept of the stock market. Organization of trading on the stock market. Types of professional activity on the stock market. Stock exchanges and their place among financial services market exchanges. Methodology of evaluation and analysis of securities.

Topic 9. Financial services on the insurance market

Structure, participants and tools of the insurance market. Practice of insurance services in the USA. Insurance companies and services in Ukraine. Indirect insurance intermediaries and their services. Instruments of state regulation of the insurance services market in Ukraine.

Topic 10. Services of non-state pension funds

Pension contract and pension scheme. The procedure for concluding and essential conditions of the pension contract. Effect of the pension contract. Concept and types of pension schemes. Pension assets of non-state pension funds. Asset management of non-state pension funds. Investment activity of non-state pension funds. Pension payments. Types of pension payments, conditions and procedure for their payment. Life pension. Life pension insurance contract. Pension for a certain period. Agreement on the payment of a pension for a certain period. One-time pension payments.

Topic 11. Lombard services

Origin and development of the market of pawnshop services. The essence and importance of the market of pawnshop services. Services of pawn lending and storage of valuables. State regulation of the market of pawnshop services.

Topic 12. Financial services of international financial markets

The role of the global financial system - its functions and components. Eurocredit and eurocurrency markets and their services. International capital market: concepts, main tools. FOREX (FX) foreign exchange market. International information, payment and settlement and dealing systems for the provision of financial services.

Topic 13. Foreign trade financing services

Services for international payments and settlements in foreign trade. Ways and tools of financing foreign trade.

Topic 14. Latest electronic financial services

Internet banking. Internet trading. Internet insurance and computer engineering.

Topic 15. Information provision of financial services

The main sources of information provision of financial services markets. Fundamental analysis of financial markets and use of the obtained information for the provision of services. Technical analysis of financial markets and use of the obtained information for the provision of services.

Topic 16. Risks in the market of financial services

Uncertainty factors in the market of financial services. Types of risks in the market of financial services. Credit risk management. Methods of currency risk insurance. Hedging using options, forwards, futures. Interest rate risk management.

Topics of the workshops

- Topic 1. The essence and tools of the financial services industry
- Topic 2. Evaluation of efficiency in the investment industry
- Topic 3. Financial services on the money market
- Topic 4. Financial services on the foreign exchange market
- Topic 5. Financial services on the loan market
- Topic 6. Financial services on the stock market
- Topic 7. Financial services of international financial markets
- Topic 8. Risk management in the industry of financial services

Topics of the laboratory classes

Laboratory work is not provided within the discipline.

Self-study

The course provides for the implementation of an individual calculation task. The result of calculations and justifications and conclusions are drawn up in a written report.

Students are also recommended additional materials (videos, articles) for independent study and analysis.

Course materials and recommended reading

- 1 Harutyunyan S.S., Iorgachova M.I. Market of financial services: study guide. Kharkiv: "Disa plus", 2020. 312 p.
- 2 Slav'yuk N. R., Glushchenko S. V. Market of financial services: study guide. Kyiv: NaUKMA, 2022. 206 p.
- 3 Tretyakova O. V., Kharabara V. M., Greshko R. I. Market of financial services: study guide. Chernivtsi: Chernivtsi. national University named after Yu. Fedkovicha, 2022. 118 p.
- 4 On financial services and financial companies: Law of Ukraine dated 14.12.2021 No. 1953-IX. URL: <https://zakon.rada.gov.ua/laws/show/1953-20#Text>
- 5 Financial services: textbook / edited by O. O. Dmytryk. Kharkiv: Pravo, 2023. 408 p.
- 6 Cherkasova S. V. Market of financial services: study guide. Lviv: "Magnolia 2006", 2019. 496 p.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of assessment results in the form of an exam (40%) and current assessment (60%).

Exam: written task (20 theory test tasks + problem solving)

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Oleksandr MANOYLENKO

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