



# International Degrees Ltd

Financial Training Academy Courses

From the Heart of the World's Main Financial Centre

The Financial  
Training  
Academy Ltd

## CerICW Introduction to How the City Works

### Course Presenter – Alan Burr

A widely experienced consultant and accomplished senior executive with an outstanding track record of achievement in both line management plus sales and marketing. A strong leader with substantial industry sector and IT knowledge, a high personal profile and international business experience in Europe, Asia/Pacific and America.

He founded his own management services company in August 1993, strategically aimed at the international derivatives and securities industry, providing management, consultancy, marketing and education services. Clients include futures, options and stock exchanges, brokerage houses, banks, fund managers and software companies. Alan Burr is a fellow of The Securities Institute (FSI) and has been appointed to its working group for derivatives operations IAQ examinations. He also is on the training panel of FOW Training. He has developed and presented many tailor-made in-house training courses and regularly presents public training courses.

Burr & Co is a founder associate member of the Futures and Options Association (FOA). Alan Burr acts as a member of its clearing and settlement working party. The company has a wide circle of associates in the UK and internationally.

### An Introduction to How the City Works

This 2-day training event is designed to enable the course participant to understand the role of the City of London, its major players, markets and services.

### Learning Objectives

At the conclusion of the course the participants should have an appreciation of the importance of the City of London and the nature of its structure, together with an understanding of financial products.

### Who Should Attend?

Anyone who seeks to understand how the City operates, including employees new to banking and asset management as well as those from relevant service provider companies.

- Banking entrants
- Asset Management entrants
- Internal Auditors

- External Auditors
- Human Resource department staff
- IT department staff
- IT consultants to the financial services sector
- Other Financial Services sector service providers

### Training Methodology

The course is conducted in an informal class-room style supported by practical, interactive exercises intended to reaffirm each of the learning objectives.

### Course Level

This is an introductory class. There are no pre-requisites for this course.

## International Degrees Ltd

UEL Knowledge Dock ♦ 4-6 University Way ♦ London E16 2RD ♦ United Kingdom  
Phone +44 (0)20 8223 7434 ♦ Fax +44 (0)20 8223 7502 ♦ [info@international-degrees.com](mailto:info@international-degrees.com)  
[www.international-degrees.com](http://www.international-degrees.com)

Company Registered in England N<sup>o</sup> 05912127 ♦ Reg. Off. 35 Beaufort Court, Admirals Way South Quay, Waterside, London E14 9XL

### LOCAL CONTACT



## Course Outline

### DAY 1

#### Session 1: Why is the City important?

- What does it do? Who is involved?
- A world leading financial centre
- Its role in global markets
- The City in context – UK & the EU
- The role of the UK Government
- The UK Economic Environment
- City-type businesses
- A world-leading financial centre – outline of its markets and services

#### Session 2: The Role and Nature of Financial Markets

- Capital raising – equity and fixed income markets
- Investment banking services – corporate finance, trading and sales
- The roles of commercial and retail banks plus the building societies
- The role and services of the London Stock Exchange
- The role of the AIM market
- Plus Markets Group
- Stock market indices
- Derivatives and commodity exchanges – Euronext.liffe, ICE, LME
- OTC derivatives
- Lloyds Insurance market
- The foreign exchange market
- Money markets and commercial paper

#### Session 3: Regulation in the UK

- The FSA regulatory environment
- The UK Listing Authority (UKLA)
- EU and USA regulatory developments – e.g. Basel 2, MiFID, Sarbanes-Oxley
- The role of the Bank of England
- Market abuse, insider trading and anti-money laundering legislation
- The Takeover Panel and its Code
- Complaints and compensation safeguards

#### Session 4: Asset Management

- The Bond market
- Gilts, Corporate Bonds, Eurobonds
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- Equity markets
- LSE, Euronext, virt-x, Plus Markets
- Money market instruments - CDs, Commercial Paper, Treasury Bills
- Alternative investments including hedge funds
- Property investment

### DAY 2

#### Session 5: Derivatives

- Futures
- Options
- Warrants (including covered warrants)
- Forward Rate Agreements
- Swaps
- Contracts for Differences (CFDs) and other instruments

#### Session 6: UK Share Trading and Settlement

- LSE trading services – SETS, SETSmm, TradeElect
- The role of Euroclear UK & Ireland [formerly CREST] in share settlement

#### Session 7: Personal Investment Schemes & Other Financial Products

- Investment funds
- Investment wrappers
- Unit trusts and OEICs
- ISAs, PEPs, Child Trust Funds and Investment Trusts
- Exchange Traded Funds (ETFs)
- Exchange Traded Commodities (ETCs)
- Real Estate Investment Trusts (REITs)
- Pensions
- Investment Bonds
- Tax issues
- Loans, mortgages

#### Session 8: The City of London's future challenges

- The contribution of the City to the UK and EU economies
- Its strengths and expertise
- Foreign competition to the City of London

