

Global Learning Semesters

Course Syllabus

Course: BANK-425 Marketing Of Financial Services

Department: Accounting and Banking

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BANK-425	Marketing Of Financial Services	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Accounting and Banking	Upper Division	English

Course Description

To provide non-specialists with a sound knowledge and understanding of information technology (IT) and its application to the financial services industry.

Prerequisites

None

Topic Areas

1. Computer Systems in the Organization.
2. Information Processing and Computer Hardware.
3. Information Security.
4. Management of Systems Development and Implementation.

Readings and Resources

Required Textbook

- BPP Information Technology: Study Text (BPP Publishing).

Further Reading

- C.P. Smith Retail Banking Technology (International Business Communications Ltd).