Course Catalog
2016-2017
About Year Up

Year Up is an award-winning national 501(c)3 organization striving to close the Opportunity Divide by providing young adults ages 18-24 with the skills, experience, and support that will empower them to reach their potential through professional careers and higher education. Through a one-year intensive program, Year Up utilizes a high support, high expectations model that combines hands-on technical and professional skills, educational stipends, college-level coursework, and corporate internships at more than 250 top companies. Its holistic approach focuses on students’ professional and personal development to place talented and motivated young adults on a viable path to economic self-sufficiency.

Year Up currently serves young adults in Arizona, Atlanta, Baltimore, Boston, Chicago, Dallas/Fort Worth, Jacksonville, Los Angeles, the National Capital Region, New York City, Philadelphia, Providence, Puget Sound, San Francisco Bay Area, South Florida, and Wilmington and will serve more than 3,000 students in 2016 nationwide.

Voted one of the Best Nonprofits to Work For in the country by The NonProfit Times for six consecutive years, Year Up is a rewarding place to work. Our staff is passionate, supportive, mission-driven, and committed to positive change and continuous learning. We set high standards for both ourselves and our students, and live by a set of core values that reflect an unshakable belief in the talent and full potential of our young people. The work we do is life-changing, and we know that our team is the greatest asset in achieving our mission.
About ACE CREDIT

The American Council on Education’s College Credit Recommendation Service (ACE CREDIT®) has evaluated and recommended college credit for 31 of Year Up’s courses. Founded in 1918, ACE is the major coordinating body for all the nation’s higher education institutions, representing more than 1,600 college and university presidents and more than 200 related associations nationwide. It provides leadership on key higher education issues and influences public policy through advocacy.

ACE CREDIT connects workplace learning with colleges and universities by helping adults gain access to academic credit at colleges and universities for formal courses and examinations taken in the workplace or other settings outside traditional higher education.

For more information, visit the ACE CREDIT website at www.acenet.edu/credit.

In 2015, Year Up, Inc. worked with ACE CREDIT to offer college level credit recommended courses. Upon completion of the Year Up program, students will receive credit hour recommendations they can transfer to a group of more than 2,000 higher education institutions that consider ACE credit recommendations for transfer to degree programs. These credits can be used towards the completion of degrees at these colleges and universities. While the decision to accept specific credit recommendations is up to each institution, Year Up has established articulation agreements with a number of colleges and universities to help students transfer their Year Up coursework.

ACE CREDIT Transcript Service
For the benefit of our students and interns, Year Up participates in the American Council on Education’s (ACE) Transcript Service. The ACE Transcript Service offers a lifelong record for students who have successfully completed our courses that have been reviewed by ACE CREDIT. This service enables adult learners to present a nationally recognized transcript to the college or university of their choice for the potential award of academic credit. For more information, visit the ACE CREDIT Transcript Service website at www.acenet.edu/credit/transcripts.
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Business Communications and Management

BUS 101: Business Writing I
The course is designed to identify strengths and growth areas in the student's own writing; incorporate feedback on grammar, organization and structure into writing; write more clearly and effectively through repeated practice, feedback and revision; generate ideas, drafts, outlines, and revisions in a timely and creative manner; create written texts for proposals, presentations, reports, user manuals, resumes, cover letters, and emails; proofread to identify and use the qualities associated with business communication, especially the traits of grammatical correctness, conciseness, coherence, clarity, and tone; and collaborate productively with others in completing group projects and assignments.

Credit Recommendation: 3 semester hours in Business Communication or Business Writing

BUS 102: Business Writing II
The course is designed to identify strengths and growth areas in the student's own writing; incorporate feedback on grammar, organization, and structure into writing; write more clearly and effectively through repeated practice, feedback, and revision; generate ideas, drafts, outlines, and revisions in a timely and creative manner; create written texts for proposals, presentations, reports, user manuals, resumes, cover letters, and emails; proofread to identify and use the qualities associated with business communication, especially the traits of grammatical correctness, conciseness, coherence, clarity, and tone; create project plans and reports based on a variety of customers and contexts; and collaborate productively with others in completing group projects and assignments.

Prerequisite: BUS 101
Credit Recommendation: 3 semester hours in Business Communication or Business Writing

BUS 103: Career Development and Interpersonal Relations
The course is designed to understand the principles and techniques of effective communication and multiple learning styles; apply professional communication strategies to working in a team and with a supervisor, managing workplace conflict, professional etiquette, and conflict management; refine professional portfolios through construction of effective cover letters, resumes, networking pitches, social media profiles, and action plans that reflect immediate and long-term professional goals; identify and apply principal components of effective interviewing, including interview preparation, effective non-verbal behaviors, and interview follow-up; understand structural implications of the Opportunity Divide and identify strategies for civic engagement; and provide constructive feedback to peers and incorporate feedback to improve and their work.

Credit Recommendation: 3 semester hours in Interpersonal Communication

COM 150: Public Speaking
The course is designed to identify and illustrate an understanding of the nature and process of oral communication; discuss the significance of an audience-centered process and analyze an audience; gain experience in the presentation and evaluation of public communication presentations such as narrative speeches, impromptus, interview preparation, elevator pitches, informative, persuasive, and special occasion speeches; refine both verbal and non-verbal delivery techniques; develop effective organizational strategies for oral communication; utilize modes of gaining and retaining audience attention for varying settings; learn and practice various types of nonverbal communication; deliver an informative, a persuasive, and a special occasion speech; identify and implement strategies for combatting nerves and stage fright;
respond clearly and confidently to impromptu speech prompts; and evaluate and deliver constructive feedback to peers based on public speaking best practices.

**Credit Recommendation:** 3 semester hours in Public Speaking, Speech, Speech Communication, or Communication Studies

**BUS 201: Introduction to Customer Service**
The course is designed to identify the qualities of successful customer service representatives; communicate effectively through both oral and written customer interactions; maintain professional voice quality throughout telephone communication; satisfy customers' needs using active-listening and problem-solving; identify and diffuse challenging customer behaviors; and work toward exceeding customer expectations.

**Credit Recommendation:** 3 semester hours in Customer Relationship Management

**BUS 202: Project Management I**
The course is designed to understand and articulate the importance of project management in any business project; understand project selection criteria and method of project evaluation (cost-benefit analysis, feasibility study); identify the ten project management knowledge areas; recognize the first six project management knowledge areas with key inputs, tools and techniques, and outputs (integration, scope, time, cost, quality, and human resources); understand the interplay between the triple constraint (scope, time, cost) in the project management plan; and identify the role and responsibilities of the project manager and project team.

**Credit Recommendation:** 3 semester hours in Project Management or Business

**BUS 203: Advanced Customer Service**
The course is designed to develop an awareness of the core processes and best practices of support centers; work collaboratively as part of a customer support team; understand best practices for call-handling; utilize best practices for incident and knowledge management; create win/win interactions with customers and team members; and assess customer business needs.

**Prerequisite:** BUS 201

**Credit Recommendation:** 3 semester hours in Customer Relationship Skills

**BUS 204: Project Management II**
The course is designed to recognize the ten project management knowledge areas with key inputs, tools and techniques, and outputs; share best practices of the ten project management knowledge areas through open class discussions from examining case studies, articles and videos; define and measure the goals of the project relative to intended project outcomes; understand how the various elements come together to add value, from the project charter to project closure; learn and apply the tools and techniques to execute a project, including stakeholder management and conflict resolution; complete and present complete project portfolio, including project charter, work breakdown structure (WBS), project schedule, project budget, marketing plan, human resources management plan, risk management plan, stakeholder analysis, competitor analysis, and projected revenue; prepare for PMI CAPM Certification; and prepare for full-time employment in Project Coordinator, Project Management Assistant, and Business Operations roles.

**Prerequisite:** BUS 202

**Credit Recommendation:** 3 semester hours in Project Management or Business
BUS 205: Fundamentals of Sales
This course is designed to identify and build the skills essential for success as a sales person at each stage of the sales process; apply sales principles to qualify leads, get through gatekeepers, understand decision-makers, handle objections, upsell, close deals, and deal with dry spells; gain experience applying sales methods and techniques through role plays, case studies, and exposure to sales professionals; understanding sales metrics and funnel, the role of sales in an organization, and Customer Relationship Management Systems (CRMs).

Credit Recommendation: 2 semester hours in sales

BUS 206: Sales Communications
Through this course, students will understand the key principles behind and develop key habits for communicating effectively with customers, beginning first with understanding their own motivations in order to better assess customer needs.

Credit Recommendation: 2 semester hours in interpersonal communications

BUS 207: Sales Technology
Students will deepen their understanding of different customer relationship management systems and their role in the life of a salesperson; gain practical experience in Salesforce.com, one of the leading CRM systems including understanding and navigating the structure of Salesforce, practice interacting with the system as a sales person, entering data with accuracy and within the right fields, and build key reports used by sales professionals. Students will gain practical experience through role plays, case studies, and scenarios to incorporate use of the CRM system in their sales activities and reinforce the place of CRMs at every stage of the sales process. Students will build understanding of how to navigate resources at an organization, including technical or through relationships to build their understanding of the organization and effectiveness as a sales person. Students will employ self-learning modules offered through Salesforce.com as a way to deepen their understanding of this system.

Credit Recommendation: 1 semester hour in sales

BUS 208: Experiential Learning: Professional Sales
Through this course, students will apply what they learn in the classroom to the real world. Students will apply skills and techniques learned during the Fundamentals of Sales and Sales Communications coursework and have opportunity to refine and expand those skill sets. Students will review core concepts from these courses such as building rapport, developing their scripts, and preparing for objections. Students will then build practical experience through two exercises, including recruiting prospective students and shadowing, interviewing, and observing a top-performing sales employee at an actual company.

Credit Recommendation: 1 semester hour in human resources

INT 101: Internship Practicum
The course is designed to articulate and apply principles learned in and outside of the classroom; complete assignments that encourage in-depth reflection of the internship experience; gain advanced knowledge of skill sets required in their professional field; gain self-understanding, self-confidence, and interpersonal skills; develop work competencies for a specific profession or occupation; explore career options; and gain general work experience.

Prerequisite: Successful completion of Learning and Development (L&D)

Credit Recommendation: 2 semester hours in Business
INT 102: Internship Seminar
The course is designed to develop professional and academic plans; continue to refine professional portfolio, including resume, cover letter, networking pitches, social media websites, and interview skills; acquire the various skills required for multiple interview formats (in-person, phone, Skype, group, etc.); develop financial literacy skills and create monthly budgets; and learn the steps of the job search: updating the professional portfolio, identifying relevant job opportunities, interviewing with potential employers, and negotiating salary offers.
Prerequisite: Successful completion of Learning and Development (L&D)
Credit Recommendation: 2 semester hours in Business or Human Resources
Course Offered: Atlanta, Bay Area, Boston, Chicago, National Capital Region, New York, Providence, and Puget Sound.

MKT 201: Marketing Strategy and Analytics
This course is for an entry-level digital marketing role in a startup, corporation or agency. We will first cover the fundamentals of business and marketing strategy, along with the different types of business models that are common for businesses conducting transactions using online channels. Customer profiling, market segmentation, and targeting will be explored to provide the analytical basis for creating a marketing strategy. Participants will then study different approaches for obtaining and analyzing marketing data collected from online sources, with the goal of being able to better understand online behavior and identify consumers’ interests. Various tools and technologies for digital analytics will be explored, and participants will be shown how to leverage these tools to obtain better consumer insights and make more informed marketing decisions.
Credit Recommendation: 2 semester hours in strategic marketing

MKT 202: Digital Campaigns
Participants will learn how to develop and execute marketing programs in online channels including email, search (AdWords), Facebook, and other social media channels. Planning campaigns across different devices (desktop, mobile, tablet) will also be covered. Participants will learn how to test, analyze, and optimize advertising campaigns to increase relevant KPIs including impressions, click-through rate, and conversion rate. On completion, individuals should be able to both apply and speak fluently about digital marketing tools and concepts and easily operate in the context of supporting digital marketing and advertising campaigns. Note: This is a business course and not a tech course, and as such we do not cover web development or digital asset production in-depth.
Credit Recommendation: 2 semester hours in marketing
Computer and Information Systems

CIS 101: Introduction to Computer Applications
The course is designed to perform basic file management operations; identify differences between Office 365 and Office 2010/2013; manage the outlook environment, messages and schedules; create, format and edit word processing business documents including reports, business letters and newsletters; create, format and edit spreadsheets; use formulas and functions to compute and analyze data using spreadsheet software; apply charts that effectively convey desired information using spreadsheet software; understand database terminology, requirements and relationships; create tables, queries, forms and reports using a relational database management system; create, enhance and present slide presentations; standardize a presentation through manipulation of the master slide and title slide master views; create, format and edit multimedia within the software suite; and share data within a software suite by selecting the appropriate data sharing technology such as linking, embedding, import, or export.

**Credit Recommendation:** 3 semester hours in Computer Information Systems, Management Information Systems, or Information Technology.

CIS 102: Introduction to Computer Applications: Advanced Microsoft Excel
The course is designed to apply logical, statistical, financial, and date functions to data; create custom conditional formatting rules based on formulas; apply data validation techniques to reduce errors in data entry; export and import data to and from various formats; apply HLOOKUP and VLOOKUP to find an approximate or specific match based upon conditions; perform what-if and and/or analysis in Excel; create and modify basic pivot charts and tables; and record basic Excel macros to automate sequences.

**Prerequisite:** CIS 101

**Credit Recommendation:** 3 semester hours in Computer Information Systems, Management Information Systems, or Information Technology.

CIS 103: Introduction to Computer Applications: Database Management
The course is designed to describe the value of relational databases; describe the role of database management systems in an organization; apply master key data elements, validation rules, and default values; produce effective database design using e-r diagrams; effectively use design tools to generate customized forms and reports; create filters and queries involving multiple tables and relations to extract or update information from the database; and specify referential integrity and perform queries using SQL.

**Prerequisite:** CIS 101

**Credit Recommendation:** 3 semester hours in Computer Information Systems, Management Information Systems, or Information Technology.

CIS 201: Computer Hardware
The course is designed to identify the major components of a personal computer; assemble and disassemble a personal computer; install, configure, and troubleshoot motherboards, disk drives, expansion cards, ports, and other peripherals in a personal computer; understand and apply the fundamentals of networking including IP addressing, subnetting, ports, MAC addressing, and securing wireless networks; set up, configure, and troubleshoot personal wireless networks; diagnose and troubleshoot common hardware problems in a personal computer using a troubleshooting methodology; and identify and apply appropriate customer service strategies that foster and promote high customer satisfaction.
**Credit Recommendation:** 3 semester hours in Computer Information Systems, Information Technology, or Computer Maintenance and Repair

**CIS 202: Operating Systems**
The course is designed to perform file management operations; explain file attributes and file extensions; describe the components of system software; explain the four major functions of an operating system; compare types of operating systems to include purpose, limitations, and compatibilities; identify requirements needed to install, and upgrade various operating systems; install an operating system (physical and virtual); perform functions using the GUI and command line interface in a Windows and Linux environments; utilize utility software within the Operating System (backup, restore, imaging, defragmentation, device management, process management, memory management, and user accounts); utilize Windows Control Panel and Administrative Tools; and apply preventative maintenance techniques.

**Credit Recommendation:** 3 semester hours in Information Technology, Computer Information Systems, or Software Engineering

**CIS 203: Computer Network Support**
The course is designed to identify types of network cables and connectors and categorize characteristics of connectors and cabling; describe the different types of connection media, explaining advantages and disadvantages of each and fabricate and test CAT5 UTP TIA/EIA-568 compliant cabling in both straight through and crossover formats; demonstrate knowledge of the use of standards for cabling runs that are terminated at a wiring closet patch panel; completely set up a functioning peer-to-peer LAN using hubs and switches, from installation of NICs to establishing file sharing; troubleshoot LAN operation using the PING, tracert, IPconfig, route print, and netstat utilities; identify and explain common TCP and UDP ports, protocols, and their purpose; describe in detail both the OSI and TCP/IP model layers, including hardware, encapsulation, and protocols used at each layer; describe in detail various LAN protocols (Ethernet, token-ring, FDDI); choose the appropriate LAN topology (star, extended, star, bus, PP, ring) for a given physical and logical design; identify various types of networks; design a workable set of IP addresses (either Class A, B, and C) for a given set of networks; find subnet addresses, host addresses, broadcast IP addresses and subnet masks; distinguish between number of bits, format, and addressing capability of IPv4 vs. IPv6; describe LAN security procedures as it relates to passwords, login identification, passwords, permissions, UPS and backup methods; compare and contrast Internet connection types and features; and compare and contrast wireless networking standards and encryption types

**Prerequisite:** CIS 202

**Credit Recommendation:** 3 semester hours in Information Technology, Computer Information Systems, or Computer Networking

**CIS 301: Software Testing and Quality Assurance**
The course is designed to describe the quality assurance process and its role in software development; identify and define the phases in the software development life cycle; distinguish between waterfall, incremental and agile methodologies; identify and implement requirements for system processing, control and testing; analyze, devise, and execute tests described by a list of test cases or a traceability matrix using project summaries, requirements, and Functional Specification Documents (FSD); verify software features and bug fixes against a functional specification, both manually and using automated testing tools; write clear, approximated, and detailed bug reports; use a follow-up procedure or system, checking for fixes on the bugs reported; and work collaboratively to plan, test, and implement a functional system design based upon customer requirements.
Credit Recommendation: 3 semester hours in Software Engineering, Computer Information Systems, or Information Technology

CIS 302: Front-End Web Development
The course is designed to develop a logic model for a website using basic word processing tables and storyboarding software; develop web pages by writing HTML code using a text editor; format HTML pages using tables and cascading style sheets (CSS); present storyboard, website and testing plan for final project; use secure file transfer protocol (ftp) clients for managing web servers; apply principles in basic design for appearance and accessibility; manipulate images and multimedia for use in web environment; apply copyright laws related to use of text, images and multimedia on the World Wide Web; and present testing report and website as final project. Credit Recommendation: 3 semester hours in Computer Science, Information Technology, or Computer Information Systems.

CIS 303: Scripting Languages
The course is designed to build web pages that include JavaScript and advanced formatting features; create JavaScript functions properly incorporating variables, expressions, operators, and arrays into syntactically correct statements; understand server-side development versus client-side development; create forms that can capture, validate, modify, and exchange data; learn to do error handling and debugging of scripts; describe and apply the Document Object Model; develop database tables as data stores for dynamic web sites and HTML forms; and manipulate databases with SQL and PHP scripts. Credit Recommendation: 3 semester hours in Computer Science, Web Development, or Introduction To Programming

CIS 304: Object-Oriented Programming
The course is designed to develop Java code that utilizes elements of object-oriented programming (classes, methods, objects); understand and utilize various classes within the Java API; apply standards and use of pseudocode and comments; effectively troubleshoot errors in Java code; use control structures such as while/for loops and decision-making processes using if/else conditions; utilize data types, variables, and data structures including arrays and objects; validate user input using functions and methods; and understand the processes and issues of Java applications to be able to better communicate with technologists when necessary in future collaborations. Credit Recommendation: 3 semester hours in Introduction to Java, Introduction to Programming, or Introduction to Object-Oriented Programming.

CIS 350: Cyber Security
The course is designed to describe the impact of cyber security in the United States and globally; identify threats to network services, devices, traffic, and data; identify the features and techniques needed to secure network communications; describe a PKI (Public Key Infrastructure) and explain how a PKI scheme is managed; identify the elements that make up an organizational security policy, and describe the measures needed to enforce it; describe how a security infrastructure is monitored; and describe risk management and identify network monitoring tools that help support it. Credit Recommendation: 3 semester hours in Cyber Security, Information Assurance, or Information Technology.
Financial Operations

FIN 101: Personal Finance
The course is designed to understand the benefits of developing good spending habits and be able to implement these spending habits by changing existing behavior; develop a budget; understand the importance of credit and be able to build/rebuild their own credit; develop a plan for building/rebuilding personal credit; understand the basics of investing and be able to differentiate between different types of retirement accounts; compare and contrast different types of mutual funds; and develop a savings plan for the future.
Credit Recommendation: 2 semester hours in Personal Finance

FIN 201: Financial Management
The course is designed to understand how, where, when financial statements are used; understand and apply the basic principles of accounting, financial analysis, and financial forecasting, working capital, and asset management; understand how to critically assess a business; identify the sources of short term financing; and understand the role of ethics in financial management.
Credit Recommendation: 3 semester hours in Introduction to Financial Management

FIN 203: Investment Operations
The course is designed to understand the role of the Federal Reserve and credit markets; understand the functions of market regulators, factors, and exchanges; understand the roles of participants in investment arena: traders, portfolio managers, analysts, hedge fund, managers, custodians, and the SEC; understand the principles of the variety of financial products and the factors that change their value; and understand the importance of business ethics.
Prerequisite: FIN 201
Credit Recommendation: 3 semester hours in Principles of Investment

FIN 250: Anti-Money Laundering: Risk Management and Compliance
The course is designed to conduct an analysis of specific money laundering typologies; research and present a specific investment vehicle or banking product that may be used in money laundering to the class; delve further into charts in Excel; expand upon PivotTables, Pivot Charts and Slicers; sort, filter, advanced filter, and conditional formatting in Excel to highlight specific data as used in analysis; explore how monetary policy affects banks, lending, and borrowing; describe the fractional reserve system and the money multiplier; explain the SEC and regulations that may affect banks and companies; discuss other regulators as well as SROs, what they regulate and who they regulate; understand the money laundering process in order to recognize potential money laundering; explore types of accounts and ways in which money is laundered; discuss how money laundering is discovered in order to assist in preventing money laundering; explore the due diligence process; understand when and how due diligence is used in compliance; understand function of the compliance officer and necessity of compliance in financial institutions; discover how geographic location can affect specific compliance and money laundering issues; explore how successful students were in creating due diligence summaries; understand how successful reviewer were in auditing the summaries; explain key areas of improvement in the due diligence process; understand what constitutes a red flag and explore foundations of red flags; understand how red flags may be legitimate based on business/economic purpose; define specific compliance and anti-money laundering terms and acronyms; explore the larger global environment that affects compliance in the U.S.; discover
how money laundering affects global business and finance; understand typical red flags that may suggest money laundering or illegal trades; identify these red flags and understand when red flags make economic/business sense; explore the various banking products that provide a level of anonymity; discover how banking products can be used in money laundering and illegal trading; explore Office of Foreign Assets Control (OFAC) sanctions and individuals/entities that have been sanctioned; understand and identify PEPs and how enhanced due diligence will be used; identify the significance of compliance and anti-money laundering programs within financial institutions; explain the ramifications of ineffective compliance programs; explore how suspicious activity reporting (SARs) are filed and why; discuss the anti-money laundering group interaction within the larger compliance function; act out specific compliance and anti-money laundering scenarios to better understand red flags; and visualize specific money laundering typologies in an effort to identify and safeguard against these.

**Prerequisite:** FIN 201

**Credit Recommendation:** 3 semester hours in Principles of Banking or Banking and Risk Compliance