

# Foundational Learning

*Students build a strong foundation of knowledge by learning the basics of financial markets, technology, and market structure. This curriculum is used in our ViableEdu Fintech Apprenticeship Program.*

## Modules

### Demystifying Wall Street

Module is designed to help attendees develop a strong foundation in the basics of Finance and Wall St.

#### Areas covered:

- Wall Street terminology
- Finance basics
- Market participants, products, and trading

### Mechanics of Sales & Trading

Module outlines the roles and responsibilities of key institutions and individual market participants. Attendees improve their knowledge of market products and sales & trading workflow

#### Areas covered:

- Different divisions within financial institutions
- Primary and secondary market mechanics
- The basic sequence of trading

### Market Structure Mechanics

Module provides a foundation for understanding basic, universal market mechanics. Attendees learn the key elements that control the evolution of financial markets.

#### Areas covered:

- OTC vs. exchange systems
- Defining liquidity
- Key elements of market structure

## Fundamentals of eTrading

Module examines the developmental trends in electronic trading across all financial markets. Attendees learn best practices for evaluating electronic trading solutions.

### Areas covered:

- Market structure development
- What trades electronically and why
- Basic electronic trading protocols and mechanics
- Basics of high-frequency and algorithmic Trading

## New Financial Technology

This session outlines the most valuable sources of alternative data and how different financial institutions are applying this information to gain a competitive advantage.

### Areas covered:

- Key alternative data sets
- Trends in usage by different market participants
- Big Data concepts
- Future applications

## Digital Asset Market Structure & Technology

Module is a comprehensive overview of crypto market evolution and an examination of how Blockchain technology is being applied to financial markets.

### Areas covered:

- Crypto basics
- Key vendors and solutions
- Blockchain applications (payments and issuance)

## Starting a Startup

Learn the process of turning an idea into an early-stage company.

### Areas covered:

- Demystifying Startups
- Example of an Investor Pitch
- Series A process

## Mechanics of Innovation

This session presents the ideas articulated in 'Crossing the Chasm' by Geoffrey Moore

### Areas covered:

- Master the concepts of the technology adoption life-cycle
- Marketing high tech products during the early start up period
- Importance of establishing a beachhead

## How to Get a Job in Finance

Students learn the tangible and intangible skills needed to enter into the financial industry.

### Areas covered:

- Best practices for career development
- Building and leveraging your network
- Increasing your knowledge and experience