Companies in the Banking, Investment Management, Real Estate and Insurance industries dominate the news. Learn how these companies *really* work. This foundation is useful no matter where your career takes you, auditor, consultant or CFO.

- Learn about the types of companies that operate in each sector. Explore the economic forces that create competition and success in each sector, what risks companies face and how and why each industry is regulated.

- Scheduled guest lecturers include the CEO of an Internet start up that now produces over a Billion Dollars of Insurance, the Director of Fund Administration at a major Investment fund complex and an Equity portfolio manager, a Banking CFO, and a Real Estate VP of Investor Relations.

- How do companies operate and produce business? Underwriting and pricing in each sector, investing processes and controls, incentive based profit sharing, risk management and the factors that contribute to profit in each sector are explored.

- Most financial services companies make significant judgements to estimate certain liabilities. The processes employed by each sector will be discussed.

- What do financial statements in each sector reveal about the judgements employed and uncertainty associated with measuring financial results? We will discuss key performance indicators, and management judgements. Industry specific accounting rules and sample Financial Statements will be reviewed.

- Understand the controversy over employing Fair Value Accounting across all sectors and learn about other specific industry accounting requirements.

Completion of UGBA 102A is strongly recommended before taking this accounting elective course because knowledge of basic financial statements is required. The course will include a group project. Teams will analyse and present an oral report on a financial services topic you choose. This course qualifies as an Accounting Subject for California CPA licensure, subject to final Board determination.

**About the instructor**

John McCauley, CPA retired, spent 35 years working with Financial Services Companies while a Partner at PricewaterhouseCoopers LLP in San Francisco. In addition to his responsibilities conducting audits and providing advice to both public and private companies, John’s roles included managing the SF audit practice and a regional role in the firms' internal risk management process. He is also an elected City Council member in Mill Valley. John received a BS in Accounting from Cal.