

FBLA Banking and Financial Systems Case Study

Participant Instructions

1. You have 20 minutes to review the case and may take notes on the provided two note cards.
2. The cards will be collected following the presentation.
3. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up. Five points are deducted if presentation goes over seven minutes.
4. The judges will have a three-minute question and answer period following the presentation.
5. All members of the team must participate in the presentation, as well as answer the questions.

Performance Indicators

- Demonstrate understanding of case
- Understand role of the judge as component of the presentation
- Provide introduction and overview
- Explain, discuss, describe recommendations
- Demonstrate critical thinking/reasoning skills
- Use correct grammar, tone, style
- Ability to make a professional presentation

Case Study Situation

Denali and Campbell were married in 2009 and have not yet combined their banking and financial services into joint accounts.

Denali recently graduated from college with a master's in teaching and debt of \$12,000 and has been working for his local school district making approximately \$32,000 in salary a year. His grandparents gave him 100 shares of Microsoft stock when he graduated from college and he has \$5,000 in savings bonds and \$2,000 in regular savings. He has had almost no relationship with a bank and in fact recently his bank was taking over by the FDIC and so has been purchased by a large mega-bank. He's not sure which broker is holding his Microsoft shares.

Campbell recently graduated with a bachelor's degree in finance and debt of \$20,000. She has been hired by a startup Internet services company with the stipulation that she will finish her fifth year and obtain her CPA in the next five years. Her salary is \$40,000 with incentives and bonuses that could raise it as much as 20 percent. She was raised by a single mother who has recently been in ill health and relies on Campbell for financial advice and may need to rely on her for some monetary support in the future. She has \$1,200 in savings and \$1,000 in credit card debt. Campbell has had a relationship with a small local credit union for approximately six years since she was a sophomore in high school. She is not sure of the health of the credit union but they have worked with her individually to obtain college and auto loans in the past. The credit union has limited services.

Other information that may be valuable follows. The couple does plan to have children sometime in the future. There are a minimum of four other banks and credit unions both national and local in their immediate community that is offering various free services and other incentives to change banks.

You are to assume the role of financial planner(s) provided at no charge by the couples' alumni association. Your job is to develop the banking and financial services options that the couple need now and in the near future. After deciding on the service needs, your job is to recommend how and whether the couple can or should consolidate their banking and what type of banking institution they should be seeking and what other types of financial services they should be considering.

You will present your service package to the couple (judge(s)) who will ask you questions.

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