FIRM Element

Continuing Education

COURSE CATALOG

STC
Securities Training by Colibri

FINRA requires securities firms, like yours, to annually delivery training to their representative population. With new and updated continuing education courses, your staff can meet their CE requirements with ease.

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- Full team tracking and reporting
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- 24/7 access
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Hundreds of courses have been written by the best content team to cover current industry and compliance topics to assist firms in fulfilling their CE requirements.

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Total Customization

Our content experts are able to create new courses quickly and efficiently – thereby empowering you to focus on other tasks.

Easy to Do Business With

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Truly Amazing Support

Our team of experts, with over 300 years of combined experience, is ready to support customers and to ensure an extraordinary student experience.

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Compliance Courses

These courses are ideal for individuals who are interested in compliance related topics.

Advising Senior Investors

This course examines some of the regulatory concerns related to dealing with senior investors. Topics include securities/plan recommendations, the use of potentially harmful professional designations to impress seniors, and free-lunch senior seminars that are potentially exploitive as means of drawing large crowds.

AML and Financial Crime – Emerging Risks (Institutional)

The consequences of failing to identify and report money laundering or to spot financial crimes can be devastating for institutions. This course will examine the importance of establishing anti-money laundering (AML) policies, recognizing red flags of prohibited actions, identifying fraudulent account transfers, and reporting suspicious activities.

AML and Financial Crime – Emerging Issues

Criminals are always looking for their next opportunity and some are using the concerns of the COVID-19 Pandemic for their own benefit. This course is essential for those who want to be kept up to date regarding provisions of the Anti-Money Laundering Act of 2020, including customer due diligence, how to report suspicious activities, and the growing problem of account takeovers.

AML and Financial Crime – Emerging Trends (Institutional)

Anti-money laundering (AML) enforcement actions typically focus on instances in which a firm has failed to detect and report the signs (red flags) that a financial crime was in progress. This can be the case regardless of whether the firm itself was involved with the activity. This course reviews the red flags that the regulators have identified and how to report them as suspicious activities.

AML and Financial Crime – Emerging Trends in the Futures Industry

Based on a review of CTFC and SEC regulations, this course explores how futures trading firms and their associated persons can defend themselves and their customers against criminal activity. Additionally, the course examines some FinCEN advisories regarding how criminals are exploiting the COVID-19 Pandemic for their own benefits.

AML and Financial Crime 2022 – Retail

The COVID-19 Pandemic has created unprecedented challenges for all forms of business. Many broker-dealers were compelled to close their offices to help control the spread of the disease and abruptly transition their staff to working remotely. This course will review the red flags that FINRA and the other regulators have identified as specifically challenging as firms continue to enforce their anti-money laundering policies.

AML – Customer Due Diligence (CDD) Rule

Under FinCEN's Customer Due Diligence (CDD) Rule, brokerage firms are required to obtain and verify the identities of the individuals who control their corporate customers' accounts. This course explains the CDD Rule and what must be done to be in compliance with it.

AML, Fraud, and Sanctions

With the rise of sophisticated money laundering schemes, cryptocurrency, and complex corporate structures, it has become vital for financial institutions to effectively manage their compliance obligations. The course provides an in-depth understanding of the evolving regulatory landscape surrounding money laundering and financial crime, while also highlighting the importance of robust customer identification, due diligence, and transaction monitoring systems.

AML-Institutional (Core)

This course offers an in-depth discussion on money laundering, including recognizing money laundering activities, reporting requirements, and the ways to prevent it. Case studies offer examples on how to apply this knowledge.

Anti-Bribery Legislation

The Foreign Corrupt Practices Act (FCPA) outlaws the bribery of foreign officials. Failure to comply with the FCPA is also a violation of FINRA Rule 2010 which requires member firms to conduct themselves in accordance with just and equitable principles of trade. This course will describe different attempts to curtail bribery of officials and the civil and criminal penalties that have been imposed on violators.

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Anti-Money Laundering 3.7 – Retail

The SEC, FINRA, FinCEN, and the other financial regulators continue to make anti-money laundering (AML) compliance a top priority. To further signal the seriousness with which the regulators view AML compliance violations, the SEC has changed its "no-admit, no-deny" settlement practices to require admission of wrongdoing in enforcement actions if it's in the public interest.

Anti-Money Laundering – Institutional 3.7

The SEC, FINRA, FinCEN, and the other financial regulators continue to make anti-money laundering (AML) compliance a top priority. This course will focus on the use of delivery versus payment (DVP) and receipt versus payment (RVP) accounts, in particular, those of foreign financial institutions.

Application of Regulation Best Interest (Reg BI)

This course examines how Reg BI applies to financial services firms and their registered persons by focusing on the obligations they assume as fiduciaries. Additionally, details are provided regarding the Client Relationship Summary document that must be provided to clients.

Artificial Intelligence in Financial Services

This course examines how AI is already shaping financial services—from robo-advisers and machine-learning portfolio tools to chatbots, compliance monitoring, and risk detection. Focus is placed on evaluating these tools from an ethical perspective (transparency, accountability, and privacy), spotting real-world risks (e.g., bias and data leaks), and understanding how regulators expect firms to supervise and truthfully describe their AI use.

Best Practices for Working Remotely

Accelerated by the COVID-19 pandemic, there have been significant changes in the securities industry due to the shift to remote work. This course covers the regulatory challenges faced by broker-dealers, with an emphasis on the importance of using approved communication channels, maintaining detailed records, and implementing robust supervisory systems to ensure compliance. Residential supervisory locations (RSLs) will be examined along with how they provide flexibility for working remotely.

Branch Office Inspections

Branch inspections continually uncovered a wide variety of violations, such as unregistered personnel selling securities, unsuitable recommendations, inappropriate switching of securities, unauthorized outside activities, insider trading, and the sale of unregistered securities. This course examines the red flags that will catch the attention of the examiners.

Business Entertainment

Although FINRA has not imposed dollar limits on business entertainment, most member firms have established their own. This course examines the specific written policies that member firms must establish which are tailored to its type of business and location to prevent entertainment that causes a conflict of interest between the member firm and its customers' best interests.

Common Compliance Issues for Broker-Dealers – 3.4

State securities Administrators examine their registered broker-dealers every year. This course examines some of the common problems that they have found and address what firms should do about them.

Communicating with Institutional Investors

Regulators have not historically distinguished between institutional and retail investors in their communications rules. However, recent rule changes have loosed the regulatory requirements for institutional sales materials and placed more responsibility on the firms themselves for policing communications with their institutional investors.

Communication with the Public

The prevalence of financial firms promoting their businesses through advertising cannot be overlooked. This course will examine industry rules regarding the different forms of communication with the public and will provide case studies to increase understanding.

Consolidated Audit Trail (CAT)

The SEC has created the Consolidated Audit Trail (CAT) system to simplify an order's progression from its initial receipt to its eventual execution or cancellation. This course will examine SEC Rule 613 and FINRA's Rule 6800 Series which provide details of the provisions and terminology related to the CAT system.

Customer Account Recommendations

To develop trust, financial professionals need to align their advice with their clients' unique circumstances and long-term objectives. This course provides an in-depth understanding of the SEC and FINRA regulations that ensure broker-dealers and investment advisers act in the best interests of retail investors by enhancing transparency and mitigating conflicts of interest.

Customer Communications for the Institutional Professional

There are a significant number of rules and regulations that a registered representative must observe when communicating with institutional clients. Included are discussions on collateralized mortgage obligations (CMOs) and security futures that are not in the Customer Communications for the Retail Professional course.

Customer Communications for the Retail Professional

This course provides a comprehensive survey of the many rules and regulations that a registered representative must observe when communicating with retail clients. Included are discussions on mutual funds, variable life insurance, and annuities which are not included in the Customer Communications for the Institutional Professional course.

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Customer Order Handling – Best Execution

This course explores what "best execution" really means in customer order handling, and why delivering the most favorable outcome is both a core investor-protection duty and a major focus of regulatory reviews. This course examines how broker-dealers and investment advisers are expected to evaluate trading results, spot and manage conflicts of interest, and build strong investment programs with clear oversight, documentation, and ongoing review. All of this is brought to life with real-world case studies and practical scenarios.

Cybersecurity – FINRA Findings and Recommended Practices

A FINRA report on cybersecurity practices stated that broker-dealers will continue to face a variety of rapidly evolving threats and need a well-designed and adaptable program to address these threats. This course will examine how a firm can show evidence that it's making a good-faith effort to identify risks and taking steps to guard against their occurrence.

E-mail – Important Compliance Considerations

This course reviews what a person needs to remember when using email. Related issues include which communications need approval by a supervisor, suitability considerations, firm policies for detecting customer complaints, and verifying that instructions to transmit funds are legitimate.

Environmental, Social, and Governance (ESG) Investing

This course describes environmental, social, and governance (ESG) investing (also referred to as socially responsible investing). An outline is provided of the key ESG factors along with an explanation of what ESG investors seek when selecting investments. Discussion includes the opposition to ESG investing, as well as legislation to prevent its use in certain areas.

Ethical Considerations Facing Investment Adviser Representatives

Investment adviser representatives must adhere to a fiduciary standard (i.e., to act solely in the best interests of their firms' clients). Additionally, advisory firm are expected to adopt written policies and procedures that will detect, prevent, and correct violations of the securities laws. This course will address how all of these requirements come together to help IARs meet their ethical challenges.

Ethical Considerations for Operations Personnel

Although regulators typically focus their attention on employees who interact directly with the public, operations personnel also face regulatory scrutiny and are subject to strict legal and ethical obligations. This course focuses on the operations area of a broker-dealer that has responsibility for trade confirmation, transaction settlement, custody, account transfer and maintenance, securities lending, and creation of account records.

Ethical Decision Making for Commodities Professionals (Satisfies NFA Rule 2.9 Requirements)

Through a series of discussions and real-life scenarios, this course presents examples of ethical dilemmas and how to avoid them. Topics include knowing a firm's ethical standards, NFA rules, dealing fairly with customers and colleagues, insider trading, and fraud.

Ethical Decision Making for Financial Professionals

Through a series of discussions and case studies, this course presents examples of ethical dilemmas and how to avoid them. Topics include understanding your firm's code-of-ethics, fair dealing, insider trading, churning, and fraud.

Ethical Decision Making for Associated Persons of Registered Swap Dealers

Professionally, ethics refers to the code of conduct that governs that group's actions (i.e., how members interact with outsiders and with one another). Through multiple case studies and discussions, this course will examine industry practices, regulations, and standards to provide a starting point for determining the appropriate way to conduct business.

Ethical Issues Facing Registered Representatives

Acting ethically is not just a matter of adhering to FINRA rules, securities laws, and written supervisory procedures. These securities industry rules, laws, and procedures merely lay the foundation for ethical conduct. This course will examine practices that must be avoided and will stress that, by keeping the client's best interests in mind, registered representatives are more likely to satisfy their ethical obligations.

Ethical Responsibilities Related to Activities of Brokerage Employees

This course examines the rules related to brokerage employees opening accounts at other member firms, engaging in outside business activities, and participating in private securities transactions. Discussion includes the responsibilities of the employees and the potential financial harm for failing to follow the rules.

Ethics and Complex Products

Some investors are willing to include complex products in their investment portfolios as long as they meet their objectives. This course will examine some of the more popular complex products, including structured products, floating rate notes, asset-backed securities, and exchange-traded products.

Financial Advisors and Reg BI

This course is ideal for those seeking to gain an in-depth understanding of the SEC's Regulation Best Interest (Reg BI) and how it enhances the standard of conduct for broker-dealers and investment advisers when making recommendations to retail customers. Emphasis is placed on the four key obligations under Reg BI—Disclosure, Care, Conflict of Interest, and Compliance—and how they compare with the fiduciary standard of the Investment Advisers Act of 1940.

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Financial Exploitation of Vulnerable Adults

Sadly, seniors and younger adults with mental or physical disabilities become vulnerable to financial abuse and exploitation. This course covers the warning signs that suggest financial exploitation and describes what to do if a client may be a victim of such action.

FINRA Equity and Debt Research Rules

The rules for research analysts of member firm include ensuring that the firms have written policies and procedures in place for controlling conflicts of interest, including the creation of information barriers to keep analysts from being overly influenced by investment banking and/or sales and trading. Additionally, a new rule covers debt securities for the first time, thereby making compliance more complicated for firms that publish debt research.

FINRA Suitability Rules

This course compares FINRA's updated suitability rules with previous rules, detailing the differences and, most importantly, explaining what they mean.

529 Savings Plans – Suitability and Share Classes

Ensuring that investors are not overcharged for investments in funds that offer multiple share classes has long been a concern of the regulators. This course will examine 529 plans, the share classes they typically offer, and how to determine which class is best for particular customers.

Fixed-Income Trade Surveillance

Many of FINRA's rules related to trade surveillance that apply in the equity markets also apply in the fixed income (bond) markets. Some of the prohibited activities that trade surveillance professionals in the bond market seek to identify include unfair prices, quotes and trades that are not bona fide, trades that violate best execution standards, excessive markups, markdowns and commissions, price collusion, trading ahead of customer's orders, front running, insider trading, wash trades, and parking violations.

Front-Running Block Transactions

Using concrete examples based on regulatory actions, this course explains what front-running is and the implications of FINRA Rule 5270. Also examined is when a trader who has information about an imminent block transaction may resume trading and what exceptions exist which allow broker-dealers to continue to trade when the trading desk has knowledge that a block transaction is imminent.

Gifts and Gratuities

Regulators are continually scrutinizing gift-giving and entertainment practices related to brokerage business. This course examines the seemingly harmless actions that may result in regulatory problems for representatives and their firms.

Identity Theft and Cybersecurity

Cyber-attackers have impacted multiple large financial institutions by using the speed and anonymity of the Internet—which is ultimately a threat to the stability of the financial system. This course will examine the steps that must be taken to prevent, detect, and respond to such attacks, as well as the different methods offered by FINRA and other regulators to counter identity theft.

Identity Theft – SEC Red Flag Rules

This course is the perfect introduction to the SEC rule which requires financial firms to implement a written program to detect, prevent, and mitigate identify theft in connection with the opening and/or maintaining of consumer account. The course will examine how firms must customize their program to their specific situation.

Insider Trading – Core

This course will examine the steps that regulators take to detect and punish any person who trades on inside information, the obstacles that are in place to prevent insider trading, and how registered representatives can avoid, identify, preempt, and deal with potential insider trading situations.

Insider Trading 1.0

This course provides an in-depth discussion of how suspicious trading is investigated, the steps taken to prevent abuses, and how the rules are enforced.

Insider Trading 3.0

A brokerage firm can face severe penalties if an employee is convicted of insider trading and the firm is held responsible for the failure to supervise. This course will examine the different ways of blocking information, the methods of preventing trading issues at the registered representative level, identifying potential insider trading, and the appropriate steps to take when insider trading is suspected.

Institutional Sales and Trading Practices – Debt

This course provides a thorough analysis of sales and trading rules as they apply to fixed-income transactions for institutional customers. Topics include insider trading, information barriers, and suitability issues for institutional clients.

Institutional Sales and Trading Practices – Equities

This course provides a thorough analysis of sales and trading rules as they apply to equity transactions for institutional customers. Topics include proprietary trading, insider trading, information barriers, and suitability issues for institutional investors.

Investment Adviser Representatives (IARs) – Conflicts of Interest and Fiduciary Obligations

This course examines the role of a fiduciary (a person who acts on behalf of another and must always put the other person's interests first) and describes their specific responsibilities and how conflicts of interest could be minimized.

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Investment Adviser Representatives (IARs) – Dealing with Customers

IARs must follow many rules when interacting with clients. This course examines the brochure rule, the role of acting as a solicitor, dealing with advisory contracts, suitability, advertising, and correspondence.

Investment Advisers – Avoiding Common Compliance Problems 3.4

After members of NASAA conducted a series of coordinated examinations of state-registered investment advisers, they identified many common problems. This course will examine those problems and what firms need to do if they're switching from SEC to state registration as a result of the Dodd-Frank Act.

Managing IRAs

For so many investors who want to accumulate long-term assets, individual retirement accounts (IRAs) are the obvious choice. This course will examine the different types of IRAs, but will also consider the ethical requirements of financial professionals who recommend them.

Market Access Rule

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This course explains how the Market Access Rule helps keep today's fast-moving electronic markets safe, stable, and fair by requiring strong risk controls before orders reach an exchange or ATS. Topics covered include the practical steps firms take to prevent runaway algorithms and costly trading errors, managing sponsored access and vendor technology, and monitoring for red flags after trades occur. Real-world case studies are provided to show how small control gaps can turn into major market events.

Municipal Securities – Rule Changes and Recent Developments

This course reviews the MSRB's updated policies regarding the retention of books and records, periodic examinations of its members, and rules for brokers' brokers and municipal securities professionals. The new provisions strive to achieve fair principles of trade across the municipal securities markets.

New Issue Rule

FINRA's New Issue Rule specifically prohibits its member firms from selling a new issue to any accounts in which a restricted person has a beneficial interest. This course will describe and define the terms "new issue" and "restricted person," but will also examine the procedures that a firm must follow when selling new issues and the general exemptions from the rule.

Political Contributions by Investment Advisers

Investment advisers are required to adopt robust policies and procedures that are designed to detect and prevent contributions being made to influence the selection of a firm by a government entity (i.e., the pay to play rules). This course will examine the prohibited practice, but also the creation of a code of ethics by an adviser.

Preventing and Dealing with Sexual Harassment in the Workplace

Harassment prevention training is now mandatory for employers in many states. Using realistic examples and scenarios that are tailored to the financial industry, this course will help identify sexual harassment in the workplace, prevent it, and take appropriate action if it occurs.

Private Placements, Retail Communications, and the Revised Accredited Investor Definition

Due to the significant time and costs involved in conducting a public offering, many small issues of securities are conducted as private placements under Regulation D. This course covers the Rule 506(b) and 506(c) exemptions of Regulation D, the SEC's revised definition of accredited investors, and FINRA's rules regarding communication with the public.

Protecting Customer Account Information

Given the significant amount of confidential, non-public customer information in the public domain, it means there's more information to protect. This course will examine the steps taken by Congress, the SEC, and FINRA to ensure protection is provided.

Protecting Your Customer and Yourself Against Fraud

FINRA has urged firms to be proactive in helping to educate customers about how to avoid being victims of financial fraud. This course addresses cold-calling abuses, spreading false and misleading rumors, both penny stock and pump-and-dump schemes, Ponzi schemes, Internet investment fraud, and corporate fraud.

Record Creation and Retention for the Financial Professional

What records are broker-dealers and their employees required to keep, for how long, and in what format? This course examines the process of completing order tickets and collecting customer account information—two responsibilities that registered representatives perform every day.

Red Flags for Operations Professionals – Penny Stock Fraud

Red flags—situations that may indicate that a violation has taken place—can appear in a variety of operational areas, including new accounts, account maintenance, trade and settlement, clearing, and cashiering. This course specifically focuses on the red flags related to low-priced securities (penny stock.)

Regulation Best Interest (Reg BI)

The SEC's Regulation Best Interest (Reg BI) creates a new higher standard that broker-dealers and their registered representatives must follow when recommending securities or investment strategies to retail customers. Any products or strategies that these firms or individuals recommend to retail customers must be in the best interest of the investors (not just suitable). This course will examine the different aspects of Reg

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BI, the new Customer Relationship Summary (Form CRS), as well as new interpretations under the Investment Advisers Act of 1940 regarding financial advice and retail clients.

Regulation SHO

The SEC has regulated short sales since the late 1930s with decades old rules. As technology revolutionized the securities industry, regulators were forced to reevaluate long-standing regulations—particularly naked short selling. This course examines Regulation SHO as the SEC's ongoing response to short sale abuses in the markets.

Rules to Protect Vulnerable Seniors from Financial Exploitation

Since financial abuse is growing in proportion to the aging population, FINRA has proposed two rule changes—(1) to allow the placement of a temporary hold on a disbursement of funds or securities and the execution of securities transactions in a customer's account and (2) to stress the importance of obtaining the name of a trusted contact person with whom to get in touch to discuss suspected exploitation. This course will examine the rule, the red flags of diminished capacity and elder abuse, and compare FINRA's proposed rules to NASAA's Model Rule on the same subject.

SEC and FINRA Testimonial Rules

The SEC's Marketing Rule (effective in 2021) expanded the scope of communications that are deemed "advertisement" and allows investment advisers to use testimonials and endorsements (both of which will be fully defined and examined). Additionally, FINRA rules on the use of testimonials by broker-dealers will be covered.

SEC Risk Alert – Customer Sales of Unregistered Micro-Cap Securities

The SEC issued a Risk Alert to remind broker-dealers of their obligation to monitor their clients' transactions in unregistered securities—particularly micro-cap securities—and to be reasonably certain that these unregistered securities are eligible for resale to the public. This course will focus on a firm's obligation to carry out a heightened investigation before executing a transaction when a suspicious activity (red flag) is observed surrounding the transaction.

Social Media and How Its Regulated

With the rise of social media as a communication medium, it's important to realize that FINRA's rules regarding communicating with the public are still applicable. These rules are designed to protect investors from false or misleading claims, exaggerated statements, and material omissions. This course will examine key areas and concepts when firms and their associated persons are using social media.

Social Media and Investment Advisers

While social media is the new frontier for many investment advisers, regulators are still trying to determine the best way to protect investors without unduly restricting legitimate business activity. This course will examine how firms must incorporate social media in their compliance programs and regularly evaluate the effectiveness of their plans and procedures.

STC AML – Retail (Core)

For anyone who's interested in learning about the progression of anti-money laundering (AML) policy, this is the perfect course. Readers will learn about the stages of money laundering, reporting requirements, as well as the importance of customer due diligence and identification.

Suitability and Financial Planning

Determining suitability is a complicated process that's rarely black and white. Using concrete examples, this course reviews the process of building customer profiles and selecting suitable investments.

Suitability and Investment Risks

Suitability has two aspects—(1) to know your customer and (2) to know your products. One of the key elements in understanding investment products is analyzing the types of risk they entail. This course reviews the most common types of investment risk and the products with which these risks are associated.

The SEC's Marketing Rule

This course explores the key terms associated with "advertisements" that are introduced in the SEC's Marketing Rule. Since the rule now permits advisers to use testimonials, endorsements, third-party ratings, and performance advertising, the specific conditions and requirements for their use/inclusion will be covered.

The State of ESG Investing

This course explores ESG as a practical way to evaluate organizations beyond profits, connecting environmental impact, social responsibility, and leadership accountability while clarifying the key terms that shape the conversation. It also looks at how ESG overlaps with business ethics, why it matters for risk and long-term value, and how to navigate today's shifting rules and credibility challenges, such as greenwashing, greenhushing, and greenwishing.

Unregistered Resale of Restricted Securities

The SEC allows for the sale of certain securities without registration by recognizing exempt securities and exempt transactions. This course will examine how private placements relate to unregistered securities and the importance of Rule 144 in the sale of restricted securities. Red flags will be examined to assist in recognizing prohibited sales of unregistered securities.

Wrap Fee Accounts

For some clients, being charged one fee for all advisory service and transaction execution is appropriate. This course will examine these wrap fee accounts, specific required disclosures, and the emphasis on suitability determination.

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Brokerage Courses

These courses are ideal for individuals who are interested in brokerage related issues.

Advanced Financial Analysis

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This course provides financial professionals with the tools to look beyond the numbers and uncover what's really driving a company's performance, risk, and value. Financial data will be transformed into actionable investment insight by dissecting how balance sheets, income statements, and cash flow statements work together as an integrated system and also how sophisticated valuation methods like discounted cash flow and comparable company analysis can be applied. Whether evaluating a potential investment or assessing creditworthiness, this course offers the analytical assistance needed to make important decisions with clarity and confidence.

Advanced Hedging

NEW 2027

Advanced Hedging goes beyond the basics to explore sophisticated strategies that professional investors use to protect portfolios when diversification alone is not enough. The course covers tools such as swaps, options, and dynamic hedging to show how they can neutralize specific risks without requiring an investor to sell their underlying assets. This course breaks down the mechanics of how institutional investors manage to stay in control during market turbulence.

Basics of Financial Analysis

This course introduces the essentials of financial analysis, showing how the balance sheet, income statement, and cash flow statement work together to tell the real story behind a company's strength, risks, and potential. Core ratios and a step-by-step fundamental framework connect economic trends, industry forces, and company performance to support clear, confident investment conclusions.

Becoming an Investment Adviser Representative (IAR)

For anyone interested in becoming an investment adviser representative, this is the program to choose. This course provides an overview of the investment advisory business and also examines the process by which a person can become licensed as an investment adviser representative (IAR).

Ethics in Volatile Markets

This course analyzes what drives the ups and downs of the market—from broad economic shocks to sector and global events—and shows how disciplined portfolio decisions can help keep long-term plans on track when markets feel unstable. It also focuses on the human side of volatility, highlighting communication and best-interest standards that build confidence while meeting strict rules around disclosure, documentation, and trading practices.

Family Offices

Family offices were designed to discreetly meet the varied needs of high-net-work families, including financial management, tax planning, and wealth preservation. This course provides a comprehensive understanding of family offices, covering historical evolution, the regulatory environment, and key functions. Additionally, a comparison between family offices and hedge funds will emphasize the unique services available to affluent families.

Hedging a Portfolio

This course explores how investing risks have changed over time and why diversification cannot fully protect against broad market shocks and introduces hedging as a practical way to limit losses when uncertainty rises. In clear terms, it examines how tools like options, futures, forwards, and inverse ETFs can be combined into straightforward strategies (e.g., protective puts, covered calls, and collars), along with the real tradeoffs in cost, protection, and maintenance.

High Frequency Trading and Market Regulation

With trading going from seconds to microseconds, algorithms and high-speed trading systems can invite abuse. This course examines the advanced surveillance systems (e.g., MIDAS and CAT), which have been implemented by the SEC and SROs to ensure they're better equipped to stop abuses such as pinging, spoofing, quote stuffing, and layering.

Market Manipulation

Section 10b-5 of the Securities Exchange Act of 1934—Employment of Manipulative and Deceptive Devices—established various rules and regulations related to market manipulation. This course will examine recent SEC investigations and the most up-to-date interpretations of insider trading regulations.

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Market Manipulation – Spoofing and Layering

This course examines FINRA's surveillance report card which assesses the effectiveness of a firm's software systems in capturing and preventing market manipulation—primarily layering and spoofing. FINRA also focuses on how a firm uses the information that's taken from the report cards to improve its operations and compliance.

Market Manipulation 2.0

SEC Rule 10b-5 targets securities fraud and will be examined, with an emphasis on insider trading. The damages related to insider trading will be analyzed as well as how such activity has evolved. Some various forms of manipulation will be explained, including front-running, wash sales, and piggybacking.

Markups for Fixed-Income Securities

To guide its members in calculating fair prices, FINRA requires that they follow the 5% Markup Policy, which is a guideline, but not a rule. This course describes the factors that firms must take into account when determining an appropriate markup, markdown, or commission, but also examines interpretations of FINRA rules to clarify how markups on debt securities should be calculated.

Master/Subaccounts

This course examines the risk of allowing unscrupulous clients to manipulating this account structure to engage in illegal activities, such as money laundering, insider trading, market manipulation, account intrusion, breaches in information security, acting as an unregistered broker-dealer, and using excessive leverage.

Online Distribution Platforms

Online distribution platforms allow small businesses and startups to raise capital in a relatively new way—which is commonly referred to as crowdfunding. This course will examine Regulation Crowdfunding as well as the exemptions that are available for different issuers.

Research Analysts and Investment Banking Business

A FINRA member firm is prohibited from changing research, a rating, or a price target as an inducement for receiving investment banking business. This course will follow a case study of an investment banking firm to observe its adherence to FINRA rules.

Retirement Planning I – Helping Clients Save for Retirement

Planning for retirement can be one of the most challenging yet rewarding tasks. This course covers the many aspects of retirement planning— how to determine the savings needed, the common types of retirement vehicles that are available to investors, and how to invest retirement assets.

Retirement Planning II – Retirement Day and Beyond

A person needs to be prepared for the big retirement day. This course explores common decisions that new retirees must make as well as how to allocate and withdraw funds during retirement.

Rule and Practices Institutional Traders Need to Know

Regulators are continually strengthening their surveillance systems and scrutinizing the trading activities of institutional traders. This course examines SEC and FINRA rules which govern orderly execution and trade reporting that institutional traders must know.

Rules for Equity Research Analysts

This course describes the new rules and registration requirements for research analysts and their supervisors.

Selling Away Your Career

Due to the significant recent increase in the number of regulatory actions involving "selling away" and outside business practices, this course will examine the steps that must be taken to ensure that registered representatives do not violate the rule.

Selling Securities in a Banking Environment

This course provides an overview of the regulations governing the sale of securities in a bank under the Gramm-Leach-Bliley (GLB) Act. Discussions include the impact of GLB, privacy rules, suitability issues, and communications with the public.

The Asset Allocation Approach

This course provides insights into the process of establishing a suitable mix of investments based on a person's financial objectives and risk tolerance, with an emphasis on the importance of asset allocation and diversification. Topics include the various asset classes and their associated risks, behavioral finance, the relationship between risk and reward, and the use of the Modern Portfolio Theory to construct optimal portfolios.

Trade Reporting

This course will examine the systems involved in reporting trades of both equity and fixed income securities, including the Trade Reporting Facility (TRF) for Nasdaq and other exchange-listed securities and the Over-the-Counter Reporting Facility (ORF) for OTC equity securities. Additionally, the reporting of transactions involving certain fixed income securities through the Transaction Reporting and Compliance Engine (TRACE) will be covered.

Understanding Investor Psychology

Traditional economic theory assumes that investors make rational decisions to maximize their wealth, but this is not always the case. How do investors actually behave? Behavioral finance and examining the psychology of investors will provide some answers.

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Products Courses

These courses are ideal for individuals who are interested in the characteristics of securities products.

Actively Managed Exchange-Traded Funds

This course provides a comprehensive overview of exchange-traded funds (ETFs), highlighting their evolution from index-tracking products to diverse investment strategies, including actively managed ETFs. The structural advantages of ETFs will be examined, such as lower expense ratios and tax efficiency, but so too will the complexities and risks associated with leveraged and inverse ETFs.

Alternative Investment

Although the term "alternative investments" is not technically defined, this course will consider them to be assets that provide uncorrelated returns when compared to portfolios of stocks and/or bonds, but do so with an increased risk. This course will examine direct participation programs (DPPs), hedge funds, private equity funds, venture capital funds, and real estate.

Changing Interest Rates and Bonds

Since changing interest rates can have a significant impact on the value of bonds, this impact must be considered when providing investment advice and creating portfolios. Regarding bonds, this course will explain the concept of duration, and will examine the effects of interest-rate risk and how it can be managed.

Changing Interest Rates and Stocks

This course will explain the impact of rising interest rates on financial markets with an emphasis on stock valuations. Along with an analysis of historical interest rates, the concepts of present value, earnings yield, and dividend yield will be examined.

Closed-End Funds

Closed-end funds offer a distinctive way to invest. They issue shares in an IPO that then trade like stocks, and they're able to use leverage and less-liquid holdings in ways that mutual funds and many ETFs typically cannot. This course explains how closed-end funds work in practice—especially why market prices can drift above or below net asset value, what tends to happen after an IPO, and how strategy choices (equity, fixed income, specialty funds, interval funds, and BDCs) shape results.

Digital Assets

Digital assets are non-tangible assets that are created, traded, and stored in a digital format. At an introductory level, this course will examine the basics of cryptocurrencies, the different ways to invest in these assets, the tax implication of these investments, and the different approaches to regulating these assets.

Equity Options

This course examines options terminology, basic options strategies, advanced options strategies (e.g., straddles and spreads), and also using options to hedge (protect) or generate income on existing stock positions. The process by which an options account is opened will also be reviewed.

Equity Option Strategies

This course starts with an explanation of the different elements of an equity option, with an emphasis on the contents of an option's premium. The basics of buying or selling calls or puts will be analyzed, including strategy, breakeven, maximum gain, and maximum loss. Using options for protection or income on a stock position will also be examined.

Equity Securities

This course covers the general investment features associated with common stocks, preferred stocks, rights and warrants, and also includes sales practice considerations.

Exchange-Traded Funds (ETFs)

The limitations of some pooled investments, led to the creation of exchange-traded funds. To understand the features of ETFs, this course will analyze the structure and methods for purchasing and redeeming/selling mutual fund and closed-end fund shares. The different types of ETFs and the applicable regulations will also be covered.

Hedge Funds

This course examines the rise in popularity of hedge funds and the different strategies utilized by managers. For many wealthy investors, the attraction to these funds is based on their flexibility, active management, and advanced trading techniques. To provide a balanced examination, readers will also learn about the potential risks that investors must consider, including high fees, limited liquidity, and reduced regulatory oversight.

Available as SCORM-wrapped file.

Hedge Funds – Suitability and Sales Practices

Regulators have long been concerned about the growth of hedge funds, particularly among retail investors and pension funds. Given the number of hedge funds and the amount of money under management, this course is especially relevant. The course will examine the suitability and sales practices issues that are important for registered representatives who sell these products.

Introduction to Mutual Funds

For anyone who's considering selling mutual fund shares or just wants more information about these products, this course is essential reading. Learn about fund structure, the process by which shares are purchased and sold, the costs involved, suitability, and also the tax implications.

Introduction to Securities Analysis

This course will help registered representatives understand how securities analysis works and how analysts arrive at their opinions about stocks.

NEW 2027 Investment Companies

This course examines investment companies by covering how they're regulated, how they're structured, and how they work on a day-to-day basis. Analysis is provided regarding what drives a fund's price, what fees and sales charges really mean over time, and how different fund styles fit various goals and risk levels. The course also highlights a practical way to compare and select funds by weighing management, diversification, costs, taxes, and performance.

IRA Rollovers

Is it suitable for a registered representative to recommend that distributions from a 401(k) or another employer-sponsored plan be rolled over into an IRA? The answer is maybe. This course examines possible alternatives such as leaving the money in an existing 401(k), rolling the money into a new employer's plan, or cashing out.

Leveraged Exchange-Traded Funds

While conventional ETFs are designed to mirror the movements of an index on a one-to-one basis, leveraged ETFs amplify these movements by 2 or 3 times. An inverse leveraged ETF does the same thing, but does it in reverse. This course focuses on FINRA's concern that many investors may not understand the unique characteristics of these products, which are only suitable for sophisticated investors.

Mortgage-Backed Securities and CMOs

This course provides a thorough review of the mortgage-backed securities (MBS) marketplace. Attention is primarily paid to the risk factors, suitability issues, and sales practices related to MBS and collateralized mortgage obligations (CMOs).

Non-Traded REITs, Direct Participation Programs, and Business Development Companies

Although investing in these products may be a way for some investors to diversify their portfolios and earn greater returns, they also come with disadvantages (e.g., a lack of liquidity, high fees, and valuation issues). FINRA recently amended its rules to address the way shares of these programs are estimated on customer's account statements. This course describes the suitability, communication, and supervisory issues associated with these programs as well as the impact of these rules.

Private Equity

This course provides an introduction to private equity and examines how private markets differ from public investing and why these deals can offer both exciting upside and meaningful trade-offs such as limited transparency and liquidity. It also surveys the major private equity strategies—from growth-focused buyouts to turnarounds, leveraged deals, and real-asset investing—and explains the main ways performance is judged so that results can be evaluated with clearer perspective.

Private Placements – Due Diligence and Suitability for Broker Dealers

FINRA has issued notices to remind broker-dealers of their obligation to conduct a reasonable investigation of the issuer and the securities they recommend through Reg D private placements. This course focuses on a firm's due diligence requirement when offering such securities and the importance of determining suitability for clients.

Real Estate Investment Trusts (REITs)

This module will examine how REITs can be essential for building a well-diversified portfolio. An explanation of the origins of REITs and the tax implications of these investments will be provided. Additionally, the different types of REITs and the techniques that analysts used to value them are included.

Risk and Analysis of Treasury Securities

This course will examine the various risks associated with investing in Treasury securities as well as the nature of yields based on the bond's price. The concepts of duration and convexity will be analyzed as tools to manage the risk exposure of fixed-income investments.

NEW 2027 The Evolution of Closed-End Funds

Closed-end funds have evolved far beyond the traditional exchange-traded structure, and this course analyzes how today's CEF products provide an opportunities for investors who are seeking income and access to alternative strategies. Newer fund types will be explained (e.g., interval funds, tender offer funds, defined-term funds, and BDCs), along with an examination of how features such as pricing discounts/premiums, liquidity options, and taxes can shape real-world results. Overall, this course is a practical look at how these funds work and why they've become an increasingly popular for modern portfolios.

Available as SCORM-wrapped file.

Saving for Education

This course examines the basic differences between prepaid tuition plans and 529 plans. The main focus will be 529 plans and will include analyzing qualified education expenses, the different investment options that are employed, the associated risks, as well as the rules and required disclosures.

Structured Products

Structured products vary in complexity from simple to highly complex. This course will examine the different types of structured products as well as some of the specific risks that investors and registered representatives must understand before becoming involved in these investments.

Suitability and Sales Practices for 529 Savings Plans

Since its introduction, the Section 529 college savings plan has become an effective way to fund college education. With so many plans to keep track of, broker-dealers have had trouble creating supervisory procedures and suitability standards. Some have considered curtailing or discontinuing selling them. A better solution is to accept the regulatory climate and pay more attention to individual investor's needs. This course will show firms how.

Types of Treasury Securities

Debt securities issued by the U.S. government can be essential investments in many portfolios. This course will examine the different types of Treasury securities and how they're priced. The auction process by which Treasury securities are sold will be described, so too will the tax implications of these investments.

Variable Annuities – Structure, Suitability and Sales

This course examines variable annuities, their attributes, structuring alternatives, and the due diligence required for making suitable product recommendations. The program also addresses annuity exchanges and highlights recent cases regarding sales practices.

Supervisory Courses

These courses are ideal for individuals who serve in a supervisory capacity.

Corporate Culture and Supervision – FINRA Enforcement Actions

FINRA will deal harshly with broker-dealers that fail to supervise the activities of their personnel. In addition to fines, a supervisor may be suspended from working for a brokerage firm or from holding a supervisory position. This course covers recent actions taken by regulators and the lessons that supervisors are expected to learn from them.

Detecting Rogue Traders – Red Flags for Supervisors

Due to several recent cases involving allegations of unauthorized or "rogue" trading which have resulted in substantial losses by firms in both the U.S. and overseas, many FINRA firms are conducting comprehensive reviews of their internal controls and risk management systems that are designed to prevent this type of activity. This course will examine the different approaches that firms can take to combat this growing problem.

Digital Communications

The broad array of formats for digital communications, as well as devices that use those formats, have created multiple challenges for regulators and firms. This course will address the current rules for digital communications and the steps that firms are required to take to filter and retain this wave of information.

Digital Communications and Recordkeeping

This course examines the recent regulatory investigations and fines imposed on firms that violated rules regarding the use of digital communications and proper record retention.

FINRA Enforcement Actions – Red Flags for Supervisors

This course covers potential red flags that may be encountered by supervisors when they perform their responsibilities. This includes opening accounts, reviewing account activity, using exception reports, reviewing order tickets, validating client instructions, and monitoring their representatives' outside business activities.

Fixed-Income Trade Surveillance

This course examines the prohibited activities that trade surveillance professionals in the bond market seek to identify. Activities include unfair prices, quotes and trades that are not bona fide, trades that violate best execution standards, excessive markups, markdowns and commissions, price collusion, and trading ahead of customer's orders.

Residential Supervisory Locations (RSLs)

FINRA Rule 3110.19 introduces the new Residential Supervisory Locations (RSLs) – a flexible framework for financial professionals who serve in a supervisory capacity while working from private residences. This course covers the eligibility criteria, conditions for designation, and compliance requirements for RSLs, with an emphasis on the balance between operational efficiency and robust investor protection in hybrid work environments.

SEC Rule 15a-6

Rule 15a-6 allows foreign broker-dealers—particularly those with chaperoning arrangements—to access U.S. investors. This course will examine chaperoning arrangements and the specific requirements that must be met to avoid registration.

Suitability and Sales Practices for 529 Savings Plans

Since its introduction, the Section 529 college savings plan has become an effective way to fund college education. With so many plans to keep track of, broker-dealers have had trouble creating supervisory procedures and suitability standards. Some have considered curtailing or discontinuing selling them. A better solution is to accept the regulatory climate and pay more attention to individual investor's needs. This course will show firms how.

Supervision for Institutional Managers

This course provides an overview of the supervisory issues that institutional managers face along with the tools that they have at their disposal to deal with them. Included are potential red-flag case studies to illustrate real and potential problems that are likely to arise and how a manager may resolve them.

Available as SCORM-wrapped file.

Supervision of Remote Employees

The COVID-19 Pandemic has created unprecedented challenges for all forms of business, including the securities industry. Many broker-dealers were compelled to close their offices to help control the spread of the disease and abruptly transition their staff to working remotely. This course will address some of the temporary relief measures that regulators have provided and will examine some steps being taken by firms to adequately supervise their remote workers.

Variable Annuities – Structure, Suitability and Sales Practices and NYSE Insurance Regulation 187 (Combined)

This course examines the products that are a significant focus of NYSE Insurance Regulation 187 but will also review the regulation itself. The first part covers how variable annuities work, how their units are priced, along with suitability and sales practice issues. The second part describes how the New York State Department of Financial Services (NYDFS) has amended its regulation governing the suitability of annuity transactions.

Insurance Courses

These courses are ideal for individuals who operate in the insurance industry.

AML for Insurance Professionals

Anti-money laundering concerns exist in all types of business. This course will examine how insurance companies that underwrite or issue certain products (e.g., annuities and permanent life insurance policies) that may pose a higher risk of money laundering are required to comply with AML program requirements.

Deferred Variable Annuities – Suitability and Supervision (FINRA Rule 2330)

Complexity and popularity make variable annuities an important issue on the regulatory agenda. Unfortunately, concerns about the way variable annuities are sold persist, as do customer complaints. This course focuses on FINRA Rule 2330 and how it places new obligations and reinforces existing obligations on firms as well as their registered representatives and registered principals.

ERISA and Retirement Plans

This course explores how ERISA reshaped employee-benefit plans by setting clear rules for disclosures, participation, vesting, funding, and the fiduciary standards designed to protect workers' retirement security. It also addresses current regulations with major changes from the SECURE Acts and emerging issues such as fee litigation, cybersecurity, and new plan designs, showing how the retirement landscape continues to evolve.

Mutual Fund Sales Charge Discounts and Fee Waivers

Sales charges and 12b-1 fees can have a significant impact on an investor's return. This course examines what registered representatives need to understand about how sales charges work, the different ways that clients may qualify for discounts, and which share classes are most suitable for different investors.

NYSE Insurance Regulation 187

The New York State Department of Financial Services (NYDFS) amended the regulation that governs the suitability of annuity transactions (Regulation 187) and renamed it "Suitability and Best Interests in Life Insurance and Annuity Transactions." This course will focus on how only the interests of the consumer may be considered in making recommendations. A producer's receipt of compensation or other incentives is not permitted to influence recommendations.

Seniors and Variable Annuities

Trillions of dollars have accumulated in the retirement accounts of baby-boomers who will soon be making the transition from gathering assets to preserving them. This course will examine whether variable annuities should be a part of end-of-life planning for seniors.

The SEC Share Class Initiative

As fiduciaries, it's important for investment advisers to understand their obligation to recommend the share class that represents the best offer for their clients. This course will identify the different types of share classes, breakpoints, waivers, sales charges, and 12b-1 fees that are associated with them.

Variable Annuities and Variable Life

This course provides an extensive analysis of the characteristics of variable annuities and variable life insurance products.

Variable Annuities – Structure, Suitability and Sales Practices

This course examines variable annuities, their attributes, structuring alternatives, and the due diligence required for making suitable product recommendations. The program also addresses annuity exchanges and highlights recent cases regarding sales practices.

Variable Annuities – Structure, Suitability and Sales Practices and NYSE Insurance Regulation 187 (Combined)

This course examines the products that are a significant focus of NYSE Insurance Regulation 187 but will also review the regulation itself. The first part covers how variable annuities work, how their units are priced, along with suitability and sales practice issues. The second part describes how the New York State Department of Financial Services (NYDFS) has amended its regulation governing the suitability of annuity transactions.

Available as SCORM-wrapped file.

Variable Life Insurance

For individuals who want insurance coverage with cash value that may increase with market advances, a variable life policy is ideal. This course will examine variable life policy characteristics and benefits, including the operation of the separate account. Additionally, the tax implications of this type of policy are covered.

Available as SCORM-wrapped file.

STC can offer the following additional services:

Leverage Your Internal LMS with SCORM-Wrapped Courses

Does your firm have its own LMS, but needs a course that's offered by STC? SCORM 1.2, the leading industry standard for Learning Management Systems, can be leveraged on your LMS. If a firm purchases any course that's listed in STC's catalog, a file will be delivered, and that file can then be uploaded onto the firm's LMS.

Host your own course on our LMS.

STC can take a firm's content and upload the course on its LMS. This can be used as either an alternative or a supplement to STC's course offerings.

Request Customer Course Topics

STC can create a course that's based on your firm's needs. Our experienced staff of content writers can create a course that's relevant to your firm regardless of whether it's a compliance issue or a securities product.

Online Tracking and Reporting

Our comprehensive recordkeeping and reporting services lessen the time-consuming burden of tracking and documentation. With our online delivery, STC provides seamless tracking that keeps you in control of your training. Diagnostic reports are easily retrievable from your desktop in just a few keystrokes.

Getting Started

For more information on STC's Firm Element CE or to schedule a demo of our industry-leading programs, please contact us at:

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