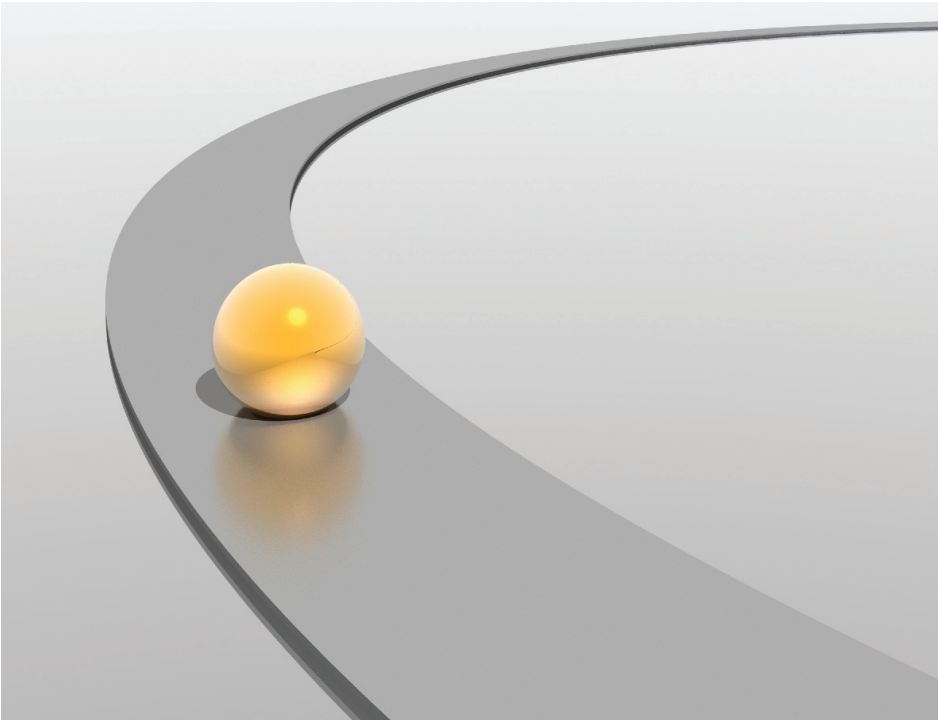


YOUR GUIDE TO >



Professional Development for Credit Union Management & Staff



Your Guide to Professional Development Programs

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Introduction

Welcome to *CUSOURCE*® Credit Union Knowledge Network!

In 2003, *CUSOURCE* Credit Union Knowledge Network (*CUSOURCE* Knowledge Network) became the home of learning, knowledge sharing, career management and strategic people development for the Canadian credit union system. As part of this re-organization, the Credit Union Institute of Canada (*CUIC*®) moved under the umbrella of *CUSOURCE* Knowledge Network, where it continues its longstanding role as the professional accreditation body for the credit union system. The Credit Union Institute of Canada has offered designation programs for employees since 1972 and for credit union directors since 1995.

This guide describes the professional development opportunities, designation and accreditation programs available to credit union employees.

Program Offerings

CUSOURCE® Knowledge Network offers six professional development programs through the Credit Union Institute of Canada. Each offering leads to a nationally recognized designation. These programs are:

- Member Service Representative Accreditation Program
- General Business Studies Program (GSP)
- Management Studies Program (MSP)
- Consumer and Residential Mortgage Lender Accreditation Program
- Commercial Lending Administrator Accreditation Program
- Commercial Lender Accreditation Program

CUSOURCE Knowledge Network subscribers can enroll in a program through the Catalogue on the *CUSOURCE* Knowledge Network learning management system (LMS). For information on how to become a subscriber, contact Client Solutions or visit www.cusource.ca.

Our Academic Partners

Dalhousie University

Dalhousie University (Halifax, NS) has been our academic partner since 1991. Dalhousie University and *CUSOURCE* Knowledge Network jointly determine the policies, academic content and standards of our professional designation and accreditation courses and programs. Dalhousie University prepares and grades *CUIC*® course examinations and awards the designations jointly with the Credit Union Institute of Canada .

Medicine Hat College and Athabasca University

Medicine Hat College (MHC) recognizes graduates from the *CUIC*® GSP and MSP with credit towards its Certificate and Diploma in Management studies. Having earned the MHC Diploma, Athabasca University, Canada's leading distance learning university, will award from 45 to 60 credits towards its Bachelor of Management degree. This arrangement applies to all *CUIC* students, regardless of their home province.

The Benefits of Our Programs

In today's competitive business environment, continuous learning is the norm. Employers want employees with credentials. Many credit union employees are studying towards a *CUIC* designation to increase their professional standing in the eyes of their employers and their members, and to enhance their employability. In surveys, employees have told us that studying towards a designation improves their knowledge and skills. For some, this means that they perform their current jobs better; for others, taking *CUIC* courses is a means of broadening their knowledge to include other operational areas of the credit union, thus opening the doors to future opportunities. Regardless of the motivation, working through any of these programs will result in stronger competencies, confidence and, ultimately, performance. In addition, the breadth of *CUIC* programs allows you to choose a course that is of particular interest to you.

Education opens doors to new opportunities and enhances employability.

Upon successful completion of a *CUIC*® program, a designation is awarded jointly by Dalhousie University and Credit Union Institute of Canada. These designations are recognized nationally by the credit union system. *CUIC* courses and professional designations and accreditations are increasingly becoming position requirements in credit unions across the country and add to your professional credibility.

Some universities and colleges, such as Athabasca University and Medicine Hat College, consider *CUIC* courses and programs for transfer into their degree and diploma/certificate programs. For current information, refer to the *CUIC* tab on our homepage at www.cusource.ca.

Leverage your Designation Towards a Business Degree

By completing the MSP or GSP designation programs, you can apply to transfer credit for your studies directly into the Management Studies Certificate or Diploma from Medicine Hat College. Having completed the Diploma from Medicine Hat College, you may then receive 45 to 60 credits toward the Bachelor of Management degree from Athabasca University. This is just one example of how your credit union studies can apply to other business studies.

Leverage your Business Degree towards a *CUIC* Designation

If you have a Bachelor of Commerce or a Bachelor of Business Administration degree from a Canadian university, we will award you credit for the eight (8) *CUIC*-100 level courses in the *CUIC* General Business Studies Program (GSP) and the six (6) *CUIC*-100 level courses in the Management Studies Program (MSP). This convenient credit transfer can significantly shorten your study time.

In many cases, the business courses you completed for a college or university certificate or diploma will also give you credit in the *CUIC* GSP and MSP. For details please refer to www.cusource.ca and click on the *CUIC* tab.

Program Descriptions

For complete course descriptions and program details, visit www.cusource.ca.

Member Service Representative Accreditation Program

This unique program is designed to recognize the extensive knowledge and skills of credit union sales and service representatives. To be awarded the nationally recognized designation of Accredited Member Service Representative, you will complete an evaluation process that demonstrates that you have met the national standards. This process includes an assessment by a supervisor who is trained in this particular program, the completion of a log book, an accreditation exam and an external evaluation component. Many colleges will grant graduates of this program credits towards business certificates or diplomas. A number of activities in this program have been modified for service representatives working in call centres. (*Formerly known as the Sales & Service Representative Accreditation Program.)

The General Business Studies (GSP) and Management Studies (MSP) Programs

The designations, Fellow and Associate of the Credit Union Institute of Canada, can be earned by completing a series of courses and fulfilling work experience requirements. The programs leading to the designations consist of courses offered by colleges and universities across Canada, plus credit union-specific courses that are only available through *CUSOURCE*® Knowledge Network. The credit union-specific courses are university level and are available in self-study format, either as a paper-based course or web-based. Both formats give you the freedom and flexibility to learn at your own pace and at times that are most convenient for you. If you prefer to learn with other people, you will find that most *CUIC*® courses are offered as an online learning group or “cohort.” For more information, see the “Cohorts – Online Learning Groups” section on page 16.

A number of colleges and universities accept *CUIC* courses for credit in business degrees, diploma or certificate programs. If you are interested in a particular *CUIC* course, you may enroll in it via the *CUSOURCE* Knowledge Network Catalogue without enrolling in a complete program. You can enroll in a program at any time by paying the \$100 certification/designation fee.

Lending Accreditation Programs

CUIC lending accreditations focus on the professional development of the employees who generate the largest portion of credit unions’ revenues: our lenders. Currently, credit union lenders can work towards accreditations in the following areas: Consumer and Residential Mortgage Lending, Commercial Lending Administration and Commercial Lending. Each accreditation is a blend of *CUIC* credit union-specific courses, and skill-building, applied instructor-led workshops. Even though the *CUIC* courses are designed for self-study, many may be taken with other credit union system peers through an online learning group, or cohort. The required *CUIC* courses may also apply to the Management Studies Program.

CUIC Certificate/Designation Fee

Upon enrolling in any *CUIC* professional development program, you pay a non-refundable certificate/designation fee of \$100.

Skill-based Management Development

Staying on top of management trends and keeping knowledge current is not always easy. That is why *CUSOURCE*® Knowledge Network compiled a series of skill-based courses to assist with everyday management development requirements. Whether you already have a degree, are working towards an accreditation, want to learn something new or update your current management style, this series of course offerings has something for you.

The Management Development Series

The Management Development Series (MDS) is designed for both aspiring and current managers and offers practical, on-the-job skills required of every well-rounded manager, supervisor, and CEO. Although not part of a formal designation, the courses in the MDS are an excellent complement to the academic knowledge and technical skills presented in the courses that make up, for example, the Management Studies Program. Focusing on the everyday practices of management, this series provides requisite technical and soft skill development. It encourages employees to personally identify management and leadership challenges and choose courses best suited to address those challenges.

The course offerings, a combination of e-courses supplemented by instructor-led courses, are organized into three key competency areas: Change Management, Relationship Management and Task Management. The series is designed to remove the guesswork from course selection and make it easier for credit union professionals to design a development path tailored to their specific challenges.

Program Requirements

Member Service Representative Accreditation Program

Designation: *Accredited Member Service Representative*

This program is designed to recognize the fully trained, fully functioning member service representative (MSR/FSR) who has acquired the knowledge, skills and behaviours to perform typical side-counter transactions. The program, which recognizes both formal learning and more informal, on-the-job learning, sets national, industry-defined performance standards. When you demonstrate that you meet these standards, you are awarded the nationally recognized designation of Accredited Service Representative. (Note: this program was formerly known as the Sales & Service Representative Accreditation Program. The associated designation was "Accredited Sales & Service Representative.")

The Accreditation Standards

The Standards fundamental to this accreditation define the knowledge, skills and behaviours (that is, the competencies) needed to fulfill this role. In addition, they have been validated by credit unions across the country. The accreditation standards are updated periodically to accommodate changing requirements and regulations.

The standards divide your role of member service representative into six key result areas (KRAs) that reflect the multidimensional nature of your work.

- A. Implement and maintain a professional development plan
- B. Increase business
- C. Provide cost-effective services which meet members' needs
- D. Promote a positive image of the credit union
- E. Maintain security
- F. Create and support a positive, team-oriented working environment.

Each key result area requires certain knowledge and skills, such as knowledge of the credit union and the credit union system, products and services, financial terminology, financial calculations, transaction processing, business technology, and more.

The Accreditation Process

The MSR accreditation is a three-step process which, as a full-time employee, you have one year from the date of enrolment to complete.

1. Training

Your supervisor needs to complete a short but comprehensive training program on the accreditation process before you, as the member service representative, can proceed. Once completed, you can enroll in the Member Service Rep. Accreditation Program through the *CUSOURCE*® Knowledge Network Catalogue. Within a short time, you will receive the Logbook.

2. Assessment

When you and your supervisor are confident that you meet the specific competency standards, you begin the three-part assessment phase.

The Logbook

To demonstrate that you can meet the performance standards for the diverse group of members you serve and the variety of transactions you conduct every day, you record your activities in a Logbook over a period of 50 working days. Your supervisor reviews the Logbook, observes your work, and asks you specific questions before signing that you have met the standards. This is followed by a sign-off by you, your supervisor and your branch manager. You then submit your Logbook to *CUSOURCE*® Knowledge Network for final evaluation. Although the standards are nationally based, the evidence you record in your logbook pertains to the specific policies, procedures and product offerings of your own credit union.

Accreditation Exam

The second assessment is the writing of a two-hour national exam to ensure that you have the knowledge required to meet the standards. The exam is based on knowledge which is general to all credit unions, not to any specific one. The exam may be written during or after the assessment period as part of the regular *CUIC*® exam sessions. The exam is offered in March, June and November and consists of 100 multiple choice questions. The exam is established, administered and marked by Dalhousie University.

External Evaluation

As a quality assurance check, 20% of enrolled students are externally evaluated. This consists of a telephone mystery shop and an external evaluation conference call with your supervisor and you to verify that the certification standards are being consistently applied.

3. Credit Union Institute of Canada and Dalhousie Award the National Accreditation

When you have passed all components of the assessment process, the Credit Union Institute of Canada and Dalhousie University award you with the designation Accredited Member Service Representative. You will receive a signed certificate which we encourage you to display where you and your members can see your achievement.

Post-Secondary Credits

When you have earned your accreditation, you can apply to transfer credit to business certificate and diploma programs at a number of post-secondary institutions. Transferring credit will enable you to complete one of these college programs more quickly. Look for the Member Service Representative Accreditation Program on www.cusource.ca for an up-to-date list.

Credits in the General Business Studies Program

When you complete this accreditation program, you will receive credit for two of the required courses in the *CUIC*® General Business Studies Program (GSP): *CUIC*-120 Communications and *CUIC*-180 Elective. These credits will be awarded when you enroll in the GSP.

Supervisor Orientation

Prior to their employees beginning this accreditation program, supervisors must complete the Supervisor Orientation to Member Service Representative Accreditation Program. To complete this orientation, supervisors may participate in a 4-week course that consists of conference calls and assignments or, with special arrangements, in a 2-day workshop. The orientation covers the interpretation of the standards and clarifies the certification process, activities and overall procedures. To enroll in the Supervisor Orientation, look for the following subsection in the Catalogue: *CUIC® Courses, Exams and Programs/Programs/CU01-STSRACC Supervisor Orientation to the Member Service Representative Accreditation Program.*

The General Business Studies Program

Designation: *Fellow of the Credit Union Institute of Canada*

The General Business Studies Program (GSP) has been designed to give entry-level and junior management employees a balanced overview of the key competency areas in business management.

The Fellow of the Credit Union Institute of Canada (FCUIC) designation is awarded upon completion of 9 courses and an equivalent of 2 years full-time employment in the co-operative financial services industry.

General Business Courses (8)

The general business courses are taken through universities, colleges, and professional institutes. You then submit transcripts for these courses to *CUSOURCE* Knowledge Network asking that they be applied to the GSP. You need to enroll in the GSP and pay the one-time \$100.00 certificate/designation fee before submitting your transcripts for review. If you have a Bachelor of Commerce or Bachelor of Business Administration degree from a Canadian university, you will receive credit for all of the required 100 level courses.

Course Code and Title

- | | | |
|--------------------------|----------|--|
| <input type="checkbox"/> | CUIC-110 | Accounting |
| <input type="checkbox"/> | CUIC-120 | Communications |
| <input type="checkbox"/> | CUIC-130 | Management/Business Administration |
| <input type="checkbox"/> | CUIC-140 | Marketing |
| <input type="checkbox"/> | CUIC-150 | Finance |
| <input type="checkbox"/> | CUIC-160 | Organizational Behaviour |
| <input type="checkbox"/> | CUIC-170 | Economics |
| <input type="checkbox"/> | CUIC-180 | Elective Business Course (e.g., Mutual Funds course, Canadian Securities Course, Business Law, Information Systems, Audit, CU00-185 Credit Union Products and Services, any of the CU00-200 or 300 series, etc.) |

Note: The course titles and catalogue codes for these general business courses are for internal use at *CUSOURCE* Knowledge Network. Colleges, universities and professional institutes from which you take the courses will each have their own course titles and codes for the courses they offer. For generic course descriptions of any of the above courses, see page 20.

Credit Union-Specific Required Course (1)

CUIC-200 The Credit Union System (Catalogue code: CU00-200)

This course is available only through *CUSOURCE*® Knowledge Network. For the course description see page 21.

The Management Studies Program

Designation: *Associate of the Credit Union Institute of Canada*

The Management Studies Program (MSP) is a management development program that includes a mix of general and credit union-specific courses. The program has been designed to give an in-depth understanding of the key competency areas in credit union business management.

The Associate of the Credit Union Institute of Canada (ACUIC) is awarded upon completion of 11 required courses, 2 elective courses and an equivalent of 5 years of full-time employment in the financial services industry. Two of these years must be in the co-operative financial services industry.

General Business Courses (6)

The general business courses are taken through universities, colleges, and professional institutes. You then submit transcripts for these courses to *CUSOURCE* Knowledge Network asking that they be applied to the MSP. You need to enroll in the MSP and pay the one-time \$100.00 certificate/designation fee before submitting your transcripts for review.

Note: The course names and codes for these general business courses are for internal use at *CUSOURCE* Knowledge Network. Colleges, universities and professional institutes from which you take the courses will each have their own course titles and codes for the courses they offer. For generic course descriptions for any of the above courses, see page 20. If you have a Bachelor of Commerce or Bachelor of Business Administration from an accredited Canadian university, you would qualify for all the required 100 level courses.

Course Code and Title

- | | | |
|--------------------------|----------|------------------------------------|
| <input type="checkbox"/> | CUIC-110 | Accounting |
| <input type="checkbox"/> | CUIC-130 | Management/Business Administration |
| <input type="checkbox"/> | CUIC-140 | Marketing |
| <input type="checkbox"/> | CUIC-150 | Finance |
| <input type="checkbox"/> | CUIC-160 | Organizational Behaviour |
| <input type="checkbox"/> | CUIC-170 | Economics |

Credit Union Required Courses (5)

These courses are available only through *CUSOURCE* Knowledge Network. For full course descriptions, visit our homepage at www.cusource.ca.

Course Code and Title

Format

All of these courses are designed for self-study.
For current information on which courses are offered as a cohort, visit www.cusource.ca.

CU00-200	The Credit Union System	Paper
CU01-210	Credit Union Residential & Mortgage Lending	Paper & Web*
CU00-225	Credit Union Financial Management	Paper
CU00-235	Credit Union Marketing and Sales Management	Paper
CU00-240	Fundamentals of Personal Financial Planning	Paper

Credit Union Elective Courses (2)

Select 2 of the following courses:

CU00-315	Strategic Management for Credit Union Professionals	Cohort only
CU00-325	Credit Union Human Resources Management	Paper
CU00-340	Credit Union Commercial Mortgage Lending (Formerly Credit Union Advanced Mortgage Lending)	Paper
CU01-345	Credit Union Commercial Lending	Web*
CU00-346	Credit Union Agricultural Lending	Paper

*Includes option to print course material.

Specialty in Lending Studies

To qualify for the ACUIC designation with a Specialty in Lending Studies, you need to concentrate your studies as follows:

CU00-210 Credit Union Consumer & Residential Mortgage Lending
CU01-345 Credit Union Commercial Lending

Plus one of:

CU00-340 Credit Union Commercial Mortgage Lending
CU00-346 Credit Union Agricultural Lending

This distinction will be reflected on your ACUIC certificate.

For specific lending accreditation programs, see pages 11 to 13.
Some of the courses in these programs qualify for credit in the MSP.

Honour Roll

To qualify for the ACUIC designation with Honours, your marks for the credit union-specific courses must average 80% or higher. The honours distinction will be reflected on the ACUIC certificate.

Professional Exemptions

Credit union employees who have either:

- the Certified Human Resources Professional (CHRP) designation or
 - a professional accounting designation (CGA, CMA or CA)
- plus have had management responsibility for either Human Resources or Finance for two of the past five years may apply for an exemption from CU00-325 Credit Union Human Resources Management or CU00-225 Credit Union Financial Management respectively. Dalhousie University will review exemption requests.

Transfer from GSP to MSP

When you complete the GSP, you may transfer to the MSP at any time. Graduates of the GSP require only 6 more courses to complete the MSP. Note that CUIC-120 and CUIC-180 do not transfer from the GSP to the MSP.

Course Credits between CUIC® Programs

Some CUIC® courses, such as The Credit Union System, are required in several CUIC programs. Complete the course once and the credit applies to any other CUIC program where that course is required. Another example would be Credit Union Consumer & Residential Mortgage Lending. This course is required in both the MSP and the Consumer & Residential Mortgage Lender Accreditation Program. If you complete the course once it applies to both programs. The same situation applies to the CUIC commercial lending courses.

Consumer & Residential Mortgage Lender Accreditation Designation: *Accredited Consumer & Residential Mortgage Lender*

This 7-course program is a combination of credit union industry-related courses and retail lending courses. Instructor-led workshops use case studies to build on key lending concepts presented in CUIC 210 Credit Union Consumer & Residential Mortgage Lending.

Credit Union Required Courses (3)

Course Code & Title	Format
CU00-200 The Credit Union System	Paper
CU00-185 Credit Union Products and Services	Paper
CU01-CAL Fundamentals of Capital Adequacy and Liquidity	Web

Consumer and Residential Mortgage Lending Courses (4)

CU01-210 Credit Union Consumer & Residential Mortgage Lending	Paper & Web
CU02-CLP Applied Consumer Lending	Instructor-led
CU02-RMLP Applied Residential Mortgage Lending	Instructor-led
CU02-DCSR Delinquency, Collections and Security Realization	Instructor-led

Commercial Lending Administrator Accreditation Designation: *Accredited Commercial Loan Administrator*

This 10-course program is accredited by Dalhousie University and was developed in conjunction with the Credit Union National Lenders Committee. The curriculum includes foundational knowledge for individuals managing or providing commercial loan administration services or who want to become commercial lenders. The program's emphasis is on technical aspects of commercial loan administration.

Credit Union Required Courses (3)

Course Code and Title	Format
CU01-OV Overview of the Credit Union System	Web
CBT0-IP Introduction to Profitability	Web
CUIC-185 Credit Union Products and Services	Paper

Loan Administration Required Courses (7)

Complete the following 6 modules from CU01-345: Web modules

CU01-CL-1 Introduction to the Practices of Commercial Lending
CU01-CL-4 Loan Investigation Process
CU01-CL-5 Security Values and Appraisal Roles
CU01-CL-6 Structuring a Commercial Loan
CU01-CL-7 Loan Disbursements and Monitoring
CU01-CL-8 Problem Accounts

CU02-CLA Applied Commercial Loan Administration Instructor-led

Commercial Lender Accreditation

Designation: *Accredited Commercial Lender*

This 8-course program confirms general knowledge and understanding of credit union business, but focuses primarily on building competencies required in commercial lending. To do this, the program incorporates instructor-led, case-based workshops where employees apply the concepts learned in *CUIC*[®] commercial lending courses.

Credit Union Required Courses (2)

Course Code and Title	Format
CU00-200 The Credit Union System	Paper
CU00-185 Credit Union Products & Services	Paper

Lending Required Courses (6)

CU01-345 Credit Union Commercial Lending	Web
CU02-UBFS Understanding Business Financial Statements	Instructor-led
CU02-IBFSA Introduction to Business Financial Statement Analysis	Instructor-led
CU02-CMLP Applied Commercial Lending	Instructor-led
CU00-340 Credit Union Commercial Mortgage Lending (Formerly Credit Union Advanced Mortgage Lending)	Paper
CU02-ALC Advanced Commercial Lending	Instructor-led

Time To Complete a Program

The time to complete a designation/accreditation program varies according to educational background and work experience. However, several factors may shorten the study time:

- 1. Having credits for business courses taken from a college, university or professional institute.** These credits may be eligible for transfer to a *CUIC* program. For example, individuals with a Bachelor of Commerce or Bachelor of Business Administration degree receive credit for all of the *CUIC*-100 level courses required in the GSP and MSP.
- 2. Your experience in the financial services industry.** If you feel confident about your knowledge in lending, for example, you may want to challenge the *CUIC* exam on that topic rather than studying the course material and writing the exam.
- 3. Writing more than one credit union-specific course exam in any particular exam period.**

Course Information

General Business Courses

The “General Business Courses” (CUIC-100 level courses) in both the GSP and the MSP focus on general business knowledge and are not credit union specific. You take these general business courses at accredited universities or colleges, professional associations or institutes (see below). The courses may be completed either on campus or through distance education.

To receive credit from Credit Union Institute of Canada, these courses need to meet the standards described in the “Criteria for Credit Transfers” section below.

Applying for Credit Transfers

The first step in applying for credit transfer is to enroll in either the GSP or MSP via the *CUSOURCE*® Knowledge Network Catalogue. The second step is to mail your official transcript (or certified true copy thereof) to the central office of *CUSOURCE* Knowledge Network (Toronto). *CUIC*® courses for which your credit transfer request is approved will be marked “Complete” and will appear as such in your *CUSOURCE* Transcript. You will also receive email confirmation from *CUSOURCE* Knowledge Network staff. For detailed, step-by-step instructions, see *CUIC* Program Information on the *CUSOURCE* Knowledge Exchange or contact *CUSOURCE* Knowledge Network.

Criteria for Credit Transfers

Across Canada, there is a wide variety of business courses that range in length from a few hours to a full semester of study. Even courses at a university can be non-credit or at a certificate, diploma, or degree-credit level. Each course is viewed differently. To ensure consistency, Dalhousie University has established standards that *CUSOURCE* Knowledge Network staff must follow for transferring credit into a *CUIC* program. Before registering for a course at a college or university, make sure that the course you are considering meets the following criteria:

- a. The course is university-level and has a minimum of thirty instructional contact hours, or equivalent.
- b. The course is at least one semester in length (e.g. September to December or January to April).
- c. The course content is equivalent to *CUIC* course descriptions.
- d. You receive a final grade for the course.

You need to attain a minimum grade of 60%, C, 5, or 2.0 to transfer credit for these general business courses.

To define “university level” (point “a” above) more precisely, *CUSOURCE* Knowledge Network and Dalhousie University established the following criteria for courses taken at:

1. A University

In general, university business courses are transferred as a full credit to *CUIC*[®] programs if the courses are offered in a program leading to a certificate, diploma or degree.

2. Non-University Post-Secondary Institutions

Most courses offered by an accredited college, institute of technology, or similar post-secondary institution, will be awarded credit providing the course is offered as part of a diploma program.

Generally, college courses are transferred as half credits. You will need two half credits in the same subject to received the necessary full credit for that subject. However, in cases where courses offered at post-secondary institutions are directly transferable to a university on a 1:1 basis, such courses will be considered for full credit.

3. Professional Educational Bodies and Institutes

We will award full credit for many courses offered by professional educational bodies and institutes, provided that the courses meet the content and instructional contact standards specified for *CUIC* programs. Examples of such courses are the Mutual Funds course offered by IFIC and the Canadian Securities Course offered by the CSI.

Before you register with an educational institution for one of the general required courses (*CUIC*-100 level courses), check that the course is eligible for credit transfer to the GSP and/or MSP. The course descriptions on page 20 list the general course content for each of these courses. The eligibility of specific courses from many institutions are listed under the *CUIC* heading at www.cusource.ca.

Credit Union-Specific Courses

The paper-based *CUIC* courses are categorized on the Learning Management System (LMS) as “correspondence” courses. *CUIC* courses are designed for independent study; however, learning support is available. See page 16 for details.

Format

Most *CUIC* designation courses are self-study courses, and are typically divided into ten modules. Course materials are mailed to you. Some courses, such as Credit Union Financial Management (CU00-225) and Credit Union Marketing and Sales Management (CU00-235) require additional materials (textbooks) which are also mailed to you as part of the study package.

Currently, most *CUIC* course materials are paper-based. Two courses are currently available as interactive web-based e-courses with lots of visual appeal. A growing number of *CUIC* courses are also available in online cohorts or study groups. For details, see below.

Strategic Management for Credit Union Professionals (CU00-315) is currently available as a cohort only. Both CU00-225 and CU00-235 include mandatory assignments as part of the course.

Learning Support

Cohorts - Online Learning Groups

CUSOURCE® Knowledge Network understands that people learn differently; further, that some subjects are more challenging than others, depending on experience and educational background. For these reasons, you can join a cohort or online learning group for a number of *CUIC*® courses. Like a semestered course, cohorts have an official start and end date leading to a final exam. Cohorts offer a paced learning environment, where a subject expert leads your group through the *CUIC* course material. The on-line discussion forum is the hub for formal learning and for informal networking and information sharing among classmates. Your final grade is a combination of your participation on the discussion forum, two written assignments and the final exam.

We offer Fall cohort sessions (September to January) and Spring cohort sessions (February to June). For more information, see “Cohorts” on our homepage at www.cusource.ca under “Cohorts.”

Optional Assignments

For those *CUIC* courses for which *CUSOURCE* Knowledge Network does not offer a cohort, students will have the option of submitting two written assignments. Note that for both CU00-225 and CU00-235, the written assignment(s) is mandatory and worth 20% of the final mark.

Where it applies, employees may enroll in the Assignment Option approximately 14 weeks before each exam. Students are notified directly about enrolment dates, cancellation policies, and other important details via a email. By enrolling in this option, students must write in the associated exam sitting if their weighted assignment mark is to count in their final grade. The first assignment is due about 2 months before the final exam; the second assignment about 1 month before. For details, see the Assignment Information at www.cusource.ca.

Course Updates

CUSOURCE Knowledge Network strives to ensure that the content in *CUIC* courses is as up-to-date as possible, a challenge in an industry that sees fast-paced change. We are committed to advising you in advance of course updates and revisions. Where necessary, for a limited time, two versions of a course exam will be offered to accommodate students with the “revised” and those with the “former” edition of the course material.

Course Completion Policy

When you register for a *CUIC* course, you have the next three exam sittings in which to write the exam. Your final “course must write by date” is determined by the date on which you enrolled in the *CUIC* course. We strongly encourage you to take advantage of the earlier exam sittings. If you do not successfully complete the course by your “course completion date,” the course will be “Expired.” If you would still like credit for the course, you will need to re-enroll in the course and pay the full course fee. To determine your course completion date, visit www.cusource.ca, and go to the *CUIC* section.

Course Sequence

Although there is no prescribed course sequence for any of the *CUIC*® programs, we strongly recommend that you follow the course sequence as it is presented in the respective program outlines. Depending on the program, this could be with either the e-course Overview of the Credit Union System (CU01-OV) or with The Credit Union System course (CU00-200). Both provide a credit union perspective which will help you place your other courses in context. Detailed program outlines are available from www.cusource.ca or from the Catalogue.

Other factors you may consider when choosing a course are:

- Familiarity with the subject matter:
If it has been a while since you have studied and written an exam, you may want to start with a course that covers a subject already familiar to you, e.g. lending or accounting
- Personal career objectives:
If you foresee a career opportunity that requires more education or training than you have, choose a course that will help to prepare you for the new position.

University Credit

CUSOURCE® Knowledge Network continues to work with Canadian colleges and universities to obtain recognition of *CUIC* courses. For example, Athabasca University recognized CU00-315 Strategic Management for Credit Union Professionals as a 3-credit course.

Exams

The national exams for *CUIC* courses, the MSR Accreditation Program and the Canadian Credit Union Director Accreditation (*CUDA*®) exam are held annually in March, June, and November. These proctored exams are held at many exam sites across the country. *CUSOURCE* Knowledge Network notifies by email all individuals enrolled in *CUIC* courses and *CUDA* Program graduates of upcoming exam enrolment periods and other important dates. For this reason, it is important that the email address in your *CUSOURCE*® My Profile is correct. All exam registrants will receive an exam Admission Ticket approximately 14 days before the sitting confirming the date, time and place of the examination. Instructions for enrolling in an exam are available on the *CUSOURCE* Knowledge Network homepage at www.cusource.ca.

Exam Format

The exams are designed, administered and marked by Dalhousie University. The passing grade for all exams is 60 percent.

Course Code & Title		Format
<ul style="list-style-type: none"> MSR Accreditation Exam CU00-185 Credit Union Products & Services 	2 Hrs	100 multiple-choice questions
<ul style="list-style-type: none"> CU00-200 The Credit Union System 	2 Hrs	70 multiple-choice questions worth 70% and short answer questions worth 30%.
<ul style="list-style-type: none"> CU01-210 Credit Union Consumer & Residential Mortgage Lending CU00-225 Credit Union Financial Management CU00-235 Credit Union Marketing & Sales Management CU00-240 Fundamentals of Personal Financial Planning CU00-325 Credit Union Human Resources Management CU00-340 Credit Union Commercial Mortgage Lending CU01-345 Credit Union Commercial Lending CUIC-346 Credit Union Agricultural Lending 	2.5 Hrs	70 multiple-choice questions worth 70% and a case study worth 30%. The case study will be similar to those in the course materials.
Canadian Credit Union Director Accreditation Exam	2.5 Hrs	Multiple-choice questions worth 30% and short answers worth 70%.

Sample Exams

A sample exam is available for each credit union-specific course either with the paper-based study materials or from a sample exam website. You can access this site from www.cusource.ca (see “*CUIC/Exams*”).

Challenging *CUIC*® Course Exams

Over their years of employment, some individuals have acquired so much knowledge and skill that they could pass a *CUIC* course exam without enrolling in and studying the course material. To these individuals, *CUSOURCE*® Knowledge Network extends the ability to “challenge” a number of *CUIC* course exams. The ability to challenge course exams is a privilege offered by few institutions or professional institutes. Disrespect for or abuse of this privilege could result in it being discontinued for all employees.

To help you determine your comfort level for successfully challenging an exam, try the exam on the Sample Exam site referred to above.

Exam Locations

CUSOURCE Knowledge Network has longstanding relationships with many proctored exam sites across Canada. You can select one of these sites when you enroll to write your exam. In some cases, where these sites are in excess of 100 km from your credit union, you may apply to arrange for a proctor at a site that is closer to your credit union. *CUSOURCE* Knowledge Network will review your application and ensure that both the proctor and site meet Dalhousie University's criteria.

If your request is approved, the exam must be written on the national exam date and at the stated time. You (or your credit union) is responsible for any fees or charges incurred for the room and proctor.

Exam-Related Fees

Individuals in the following situations are subject to a Re-write/Re-Schedule/No Show Fee:

- Need to re-write an exam,
- Cancelled or unenrolled from their exam after the Exam Cancellation deadline. You must notify *CUSOURCE* Knowledge Network by fax or email if you are in this situation,
- Failed to show up at an exam site without any notice.

For current fees, see the Fee Schedule at www.cusource.ca.

For More Information

More detailed information on many of the topics in this Guide is available at www.cusource.ca.

Course Descriptions

General Business Courses

To receive credit for the CUIIC 100 level courses in either the GSP or MSP, the content of these general business courses taken at a university, college, or other institution must cover what is outlined below. If you are thinking of enrolling in a course and have any doubts about its eligibility, please contact our office.

CUIIC-110 Accounting

Covers the basic principles and conventions of accounting theory: financial statement preparation, double entry theory and practice, income statements, year-end entries and methods for income measurement.

CUIIC-120 Communications

Addresses interpersonal and business communication such as business writing, public speaking, concepts and processes of group communication and techniques to overcome barriers to effective interpersonal relationships.

CUIIC-130 Management or Business Administration

Introduces the concepts of management and administration; the functions and processes of management; the internal operation of the enterprise; the relationship between the enterprise and the business environment; and analytical tools used in management.

CUIIC-140 Marketing

Introduces the concepts of market definition and consumer behaviour, and examines principal marketing functions such as product development, pricing, distribution, promotion, sales force management, advertising, research and planning.

CUIIC-150 Finance

Covers the concepts of financial decision making in organizations, including their financing, investment and dividend decisions. Major topics include financial statement analysis, capital budgeting, short and long-term financing, financial planning, and an introduction to capital markets and market economy.

CUIIC-160 Organizational Behaviour

Outlines current theories and research on work and factors influencing behaviour in organizations. Topics include organizational structures, environments and cultures, group processes, the communication process, motivation, leadership and supervision, conflict management, managing change, and behavioural applications to management.

CUIC-170 Economics

Introduces economic analysis and issues such as theory of production and employment, the role of money and the banking system, governmental fiscal and monetary policy, price determination, the role of the competition, international trade and finance.

CUIC-180 Elective

One additional commerce or business-related course or CU00-185 Credit Union Products and Services. Please note that you may choose to take one of the CU00-200 or 300 series of courses for this elective. If you subsequently transfer to the MSP, you will be required to take an additional *CUIC* 300 level course. Contact our office for further details.

Credit Union-Specific Courses

CU00-185 Credit Union Products and Services

Provides an in-depth coverage of the following credit union products and services: saving services; registered plans; lending services; card services; transaction services; investment services; trust services; insurance services; financial planning services and sundry services. This course may be substituted for CUIC-180 elective in the GSP.

CU00-200 The Credit Union System

Provides an overview of the Canadian financial services industry and the role of credit unions within it. Gives a brief introduction to financial viability and how that viability is reflected in the credit union's financial statements. The course surveys credit unions' historical development, ideology, structure and governance, operation, products and services, and composition as a system. Also looks at future trends and issues.

CU01-210 Credit Union Consumer and Residential Mortgage Lending

Presents basic concepts of consumer and residential mortgage lending - member contact, personal financial counselling and loan negotiation, loan structure, consideration of loan applications, documentation, insurance and mortgage law, disbursement of funds, monitoring and collection of consumer and mortgage loans, prepayments, and mortgage discharges.

CU00-225 Credit Union Financial Management

Focusing on corporate financial management in credit unions, this course covers in detail its four basic functions: accounting, controllership, treasury and business planning and decision support. Asset-liability management is a strong focus. The course builds on the concepts covered in CUIC-150. We therefore strongly recommend that you complete CUIC-150 Finance before enrolling in this course. For this course, 20% of your final mark will be based on two written assignments which you must complete before writing the exam. For more information on an exemption for this course, please see page 10.

CU00-235 Credit Union Marketing and Sales Management

Examines fundamental principles of marketing and sales management using practical, case-based materials and applying them to financial services. The workbook which accompanies the text allows students to analyze cases, work on problems and complete exercises to apply course concepts to real-life situations. 20% of the students' final mark is based on a compulsory assignment which must be submitted to *CUSOURCE*® Knowledge Network before the exam is written.

CU00-240 Fundamentals of Personal Financial Planning

Covers the basics of personal financial planning such as cash management and budgeting techniques, credit and debt management, insurance and risk management, educational planning, investment planning, retirement planning, tax planning, and estate planning.

CU00-315 (cohort only) Strategic Management for Credit Union Professionals

Examines how to plan and implement strategies for integrating and deploying the human, financial and technological resources of a credit union. Athabasca University recognizes this cohort as a 3-credit course.

CU00-325 Credit Union Human Resources Management

Covers issues of human resources management such as staffing, training and development, labour law, labour relations, compensation and benefits, performance management and human resource planning. For more information on an exemption for this course, please see page 10.

CU00-340 Credit Union Commercial Mortgage Lending

(Formerly Credit Union Advanced Mortgage Lending)

Deals with complex mortgage lending situations, including the underwriting of multi-tenant projects, condominium financing and subdivision development. The purpose of appraisals and the appraisal process are examined. Also discussed are: business development initiatives, commitment letters, loan disbursement and documentation procedures, as well as the resolution of problem accounts. Please note that you should have a good understanding of financial analysis prior to taking this course.

CU01-345 Credit Union Commercial Lending

Focuses on commercial loans to business and commercial loan administration. Covers financial analysis applied to commercial business, cash flow analysis, tailoring and structuring of commercial loans, loan investigation, loan security, preparation and presentation of loan submissions, loan monitoring and control, loan reviews, and problem loan administration. Please note: You should have a good understanding of financial analysis prior to taking this course.

CU00-346 Credit Union Agricultural Lending

Addresses factors and issues associated with agricultural lending: farm financial accounting and financial statement analysis, agricultural production and marketing, agribusiness development, taxation, appraisal of assets and security, agricultural law, and agricultural loan administration.

Detailed course descriptions are available at www.cusource.ca or through the *CUSOURCE* Knowledge Network Catalogue.

Contact Information

For more information on Credit Union Institute of Canada courses and programs, contact *CUSOURCE* Credit Union Knowledge Network or visit www.cusource.ca to view the course catalogue.

Head Office:

300 The East Mall, Suite 500
Toronto, ON M9B 6B7

info@cusource.ca
www.cusource.ca

Client Solutions:

1-888-367-1386 or clientsolutions@cusource.ca

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