

# CORPORATE TREASURY MANAGEMENT PROGRAM

## Section One

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### I. Program Sponsor

The Association for Financial Professionals® (AFP) in Bethesda, Maryland, serves more than 30,000 corporate treasury and financial management professionals. AFP provides professional certification, continuing education, public policy research, development of industry standards, financial tools and publications, training and career development, and representation to legislators and regulators. For more information visit [www.AFPonline.org](http://www.AFPonline.org).

### II. Program Description

AFP's Corporate Treasury Management (CTM) Program is a relationship between AFP and business schools across the country. The purpose of this program is to generate interest in finance and to introduce students to career options in the finance profession. This program facilitates networking opportunities within the field, many times providing students with job opportunities.

Additionally, students may be eligible to sit for the Certified Treasury Professional® (CTP) examination. For a student, earning the Certified Treasury Professional Associate (CTPA) credential provides the opportunity to enhance their professional standing as they look ahead to the demanding workplace.

### III. Course Content and Description

Approved CTM Program courses are based upon the body of knowledge presented in *Essentials of Treasury Management*®, First Edition. The use of this publication is optional. An additional academic publication may also be paired with the *Essentials of Treasury Management*, First Edition at the discretion of the program director.

The publication is available at a special rate of \$45.00 each (subject to change) for on-campus bookstores of participating schools, and may be ordered directly from AFP's Customer Service department by a student with the appropriate order form. Additionally, CTM program directors will receive one complimentary desk copy.

### IV. Benefits of Participation in CTM Program

There are many benefits of participation to you, your academic institution and your students. Institutional benefits include, but are not limited to, assistance in recruiting local corporations for guest speakers, samples of successful syllabi, an annual subscription to *AFP Exchange* and one complimentary registration to The AFP® Annual Conference.

Student benefits include, but are not limited to, deepened understanding of finance/preparation for workplace; the ability to network with peers; access to AFP's broad array of products and services; and the ability to sit for the CTP exam.

### V. Program Contacts

The AFP contact for the CTM Program is AFP's Certification Manager (see contact information below). Each school that participates in the CTM Program should have a designated program director. This person will serve as the main contact between the academic institution and AFP.

### VI. Application Process

Schools interested in pursuing this relationship with AFP in the CTM Program are required to submit an application for review. Each application should include the following:

- Institutional information
- Course information and syllabus
- Curriculum vitae for program director and course instructors
- CTM Participation License Agreement
- Signatures
- Any publication(s) course material(s)

All completed applications should be mailed or faxed to AFP's Certification Manager for review. Program directors will be notified of their application status in writing within one month of receipt.

Please complete and return the application to the following address. We look forward to working with you and thank you for your interest.

Association for Financial Professionals (AFP)  
Corporate Treasury Management Program  
Attn: Certification Department  
4520 East-West Highway  
Suite 750  
Bethesda, MD 20814-3319

Phone: 301.907.2862 • Fax: 301.907.2864 • E-mail: [AFP@AFPonline.org](mailto:AFP@AFPonline.org) • Web Site: [www.AFPonline.org](http://www.AFPonline.org)

# CORPORATE TREASURY MANAGEMENT PROGRAM

**Section Two***Page 2 of 4***Part I: Institution Information**

1. INSTITUTION NAME: \_\_\_\_\_
2. INSTITUTION ACCREDITATION: \_\_\_\_\_
3. DATE OF MOST RECENT ACCREDITATION: \_\_\_\_\_
4. PROGRAM DIRECTOR CONTACT INFORMATION  
NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_
5. SCHOOL'S WEB SITE: \_\_\_\_\_
6. CHIEF ACADEMIC OFFICER/DEAN INFORMATION  
NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

**Part II: Course Information** (Please photocopy and complete for each course.)

1. COURSE NAME/NUMBER: \_\_\_\_\_
2. COURSE LEVEL:  Undergraduate  Graduate
3. NUMBER OF CREDITS PER COURSE: \_\_\_\_\_
4. ACADEMIC SYSTEM USED:  Semester  Quarter  Trimester
5. CURRENT OR PROPOSED COURSE DESCRIPTION FOR SCHOOL CATALOG:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. LIST THE NAMES AND TITLES OF THE FACULTY MEMBERS WHO WILL TEACH THE COURSE AND ATTACH CURRICULUM VITAE.  
NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_
7. PLEASE LIST ANY ADDITIONAL PUBLICATIONS TO BE USED (INCLUDE AUTHOR AND PUBLISHER):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Section Three

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### Part III: Participation/License Agreement

It is understood and agreed that:

1. Participation in the CTM Program is valid for the term of this agreement and is conditional upon compliance with the policies and guidelines outlined in this document. The application can be re-evaluated at any time by both parties. The application will be re-evaluated by both parties and re-signed at the agreement of both parties.
2. Program directors will provide the following information to AFP within one month of the start of each semester/quarter/trimester:
  - Course Information Sheet
  - Roster of Course Attendees
  - Completed AFP Student Membership Applications
3. Program directors will provide the opportunity for the students to evaluate the course (AFP to provide evaluation forms) at the end of the semester/quarter/trimester and will provide the evaluations to AFP within two weeks of the course end date.
4. The program director (or course instructor) will notify the students of the opportunity to sit for the CTP examination as well as verify eligibility of students by signing the appropriate section on the CTP application form. (AFP to provide examination information to both students and program director.)
5. The Association for Financial Professionals (AFP) is the sole owner of marks AFP, CTP and CTM and prior approval must be obtained from AFP for their use. This includes their use in course titles and descriptions.

#### License:

The registered institution is granted a non-exclusive, revocable, non-transferable license to use the CTP marks in connection with the CTM Program, its courses and curriculum.

The institution agrees that it will use and display the above marks in all materials promoting/advertising the CTM Program.

All materials containing the marks will be submitted to AFP for prior approval. The institution will not use materials AFP finds unsuitable in its sole discretion.

AFP may revoke the license if the institution does not comply with the Policies and Procedures of the CTM Program, which are incorporated by reference herein and made part hereof.

The use of the license will be immediately discontinued if the institution ceases to be affiliated with the CTM Program.

The program director or any other instructor associated with the CTM Program shall not use any of the material developed for the course for any purpose other than the AFP CTM Program without the written consent of AFP. The program director/instructor will not enter into any project with an outside consultant or company to develop materials, programs, audiovisual or distance learning projects that relate in any way to curriculum used in the CTM Program without the written consent of AFP.

**Term of Agreement:** The term of this agreement shall be from the effective day hereof and shall continue until terminated by either party.

**Termination:** Notwithstanding anything in this agreement to the contrary, this agreement may be terminated by either party hereto with or without cause, upon 90 days written notification by certified mail from one party to another. In case of termination, any and all outstanding accounts will be settled by either/both parties.

**Force Majeure:** The parties shall not be responsible for delays or failures in performance resulting from acts beyond their control. Such acts shall include but not be limited to acts of God, strikes, riots, acts of war, epidemics, governmental regulations superimposed after the fact, fire, communication line failures, power failures, private or public carrier failures, earthquakes or other disasters.

**Other Provisions:** The parties mutually agree to make a good faith effort to cooperate with each other and to resolve any and all disputes which might arise out of this agreement.

**Indemnification:** The Institution agrees to indemnify, defend, and hold AFP and its directors, officers, employees, agents and members harmless with respect to any and all claims, losses, damages, liabilities, judgements or settlements, including reasonable attorney's fees, costs and other expenses incurred on account of any activities conducted by the Institution pursuant to this agreement. The rights and responsibilities established in this section shall survive indefinitely the termination of this agreement.

**Governing Laws:** This agreement shall be governed by and construed under the laws of the State of Maryland (excluding conflicts of law rules thereof) concerning contracts between private and/or public parties. All disputes arising under this Agreement shall be resolved exclusively in any state or federal court in the State of Maryland, and each party agrees, solely for purposes of this Agreement, to submit to the personal jurisdiction of that court.

**Entire Agreement and All Amendments in Writing:** This agreement containing one (1) page constitutes the entire agreement between the parties with respect to the subject matter; all prior agreements, representations, statements, negotiations and undertakings are superseded hereby. No change, alteration or amendment to this agreement shall be effective unless it is in writing and signed by both parties.

This statement constitutes the agreement between the parties with respect to participating in the Corporate Treasury Management (CTM) Program. All prior agreements, representations, statements, negotiations and undertakings are superseded hereby. No change, alteration or amendment to this agreement shall be effective unless it is in writing and signed by both parties.

I hereby certify that I have carefully reviewed and understand the information in the above statement and that the application, to the best of my knowledge, is accurate.

\_\_\_\_\_  
Program Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Chief Academic Officer/Dean

\_\_\_\_\_  
Date

The CTM Program is based on the

## ESSENTIALS OF TREASURY MANAGEMENT®, FIRST EDITION

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### About *Essentials of Treasury Management, First Edition*

AFP's body of knowledge, *Essentials of Treasury Management, First Edition*, provides a detailed course of study for the Certified Treasury Professional (CTP) designation.

Treasury management has gone through evolutionary and revolutionary changes. Staying abreast of these changes and mastering the skills necessary to help organizations conquer the challenges are critical drivers to meeting strategic objectives. As the issues have changed, so too has the role of the treasury professional. Treasury management professionals' roles have evolved to include electronic commerce and globalization issues, while market driven changes such as Sarbanes-Oxley and international treasury shared service centers are revolutionizing the treasury function. Whether evolutionary or revolutionary, the trends listed below represent substantial changes for treasury management professionals.

- Total Working Capital Management
- Management of the Entire Balance Sheet
- Expanding Role and Responsibilities of Treasury
- Legal and Regulatory Developments
- Corporate Governance and Ethics
- International Treasury Management
- Outsourcing

*Essentials of Treasury Management, First Edition* is the most up-to-date and relevant body of knowledge that addresses changing global treasury management issues.

### *Essentials of Treasury Management, First Edition* Development Process

To address these significant changes, the AFP Board of Directors commissioned the development of a new and expanded body of knowledge. AFP convened a committee of eight distinguished Certified Treasury Professionals to share their experiences and insights to develop a new body of knowledge from which the *Essentials of Treasury Management, First Edition* is based. The esteemed committee culled trends, data and information from the *AFP Treasury Job Analysis* research study, which was conducted in April 2003. The survey was sent to more than 2,000 senior-level finance professionals, and the body of knowledge was derived from this study.

AFP also engaged a team of three experts as authors of the *Essentials of Treasury Management, First Edition* to collaborate with the committee on the development of the book. A Treasurer's Panel of 22 current, senior-level treasury professionals reviewed each chapter for accuracy, appropriateness and applicability to the current treasury professional prior to publication.

