

# Certified International Retail Banker (CIRB) – Level 1

The Affiliate International Retail Banker In cooperation with the Retail Banking Institute

## Banking Operations



4646-1



In-Class



56 hours

### Course Description:

The Affiliate International Retail Banker program is a comprehensive introduction to retail banking and covers the major opportunities and challenges facing this vast industry, including digital transformation, competition, and partnership with fintechs and Big Tech, sales management, and credit risk management.

As befits an industry developing at speed, our program content is fully updated as of early 2022. Our program first grounds candidates in the history of the industry and the relatively recent rise of retail banking, providing financial services to people and SMEs previously ignored by banks.

The program emphasizes the critical role of ethics and compliance in banking. It trains candidates to understand the business models of retail banking and to identify product, channel, and customer-centered models. We introduce the principles and business models of fintech operations and the transformational role of digital banking and digital payments.

Candidates learn the fundamental importance of customer-centered banking and customer management, and then gain a comprehensive insight into the products and services offered by retail banks. Finally, candidates learn about the crucial roles of operations and risk management in running a sustainable and profitable bank.

### Target Audience:

(Must have at least two years of retail experience.) This course is suitable for aspiring or early-career professionals. On completion of the Affiliate International Retail Banker program, successful candidates can progress to the second level, which trains candidates in how to manage people and deliver services.

### Course Outline:

The CIRB consists of three levels:

- Level I: Affiliate International Retail Banker.
- Level II: Associate International Retail Banker.
- Level III: Certified International Retail Banker.

The 9 modules covered in this Level 1: Affiliate International Retail Banker program are:

- Introduction to Modern Retail Banking.
- Ethics and Compliance.
- Retail Banking Business Models.
- Customer Management.
- Sales Management I.
- Marketing.
- Retail Banking Services and Products.
- Operations I.
- Retail Credit Risk Management I.

To bypass the first level (The Affiliate International Retail Banker), you must be qualified as a supervisor, officer, or similar position with a minimum of 3 years in the Retail area. And to bypass level two (The Associate International Retail Banker), you must be qualified as a manager and above, with a minimum of 5 years as a Manager in the Retail area.

### Retail Banking Institute

The Retail Banking Institute delivers independent professional education for companies and individuals across the areas of retail banking and payments.

Our principal qualification is the Certified International Retail Banker. We also offer the Certificate in Digital Payments and the Certificate in Customer Management.

Our faculty draws on decades of experience in banking and education around the world, and the latest research on banking and payments from the Lafferty Group. Most of our classes are delivered digitally and are self-paced to suit candidates who are already working in full-time positions. We also offer in-person training at the executive level. As big technology players, fintechs, telcos, and a range of non-bank players push into digital banking and finance, there's never been a more exciting time to join the world of retail banking.

The Retail Banking Institute is part of the Lafferty Group.

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### RBI History

Retail Banking Institute has its roots in the early 1980s, when Lafferty Group launched a newsletter to inform and educate banks about global developments in what was then an emerging field. At that time, retail bankers were hardly identifiable within banks' management structures, while the credit card and the ATM were barely 20 years old. Corporate bankers became bank CEOs. Little was published about retail banking, but Lafferty Group filled this knowledge gap with its newsletters, management reports, research services, conferences, and workshops. In the 1990s, Lafferty Group launched its Councils, where senior bankers came together to share best practices in confidential sessions hosted around the world.

By then, retail banking was emerging as the main source of profits for many banks, and more and more heads of retail were becoming bank CEOs. Investors had come to value retail profits far more highly than those from any other field of banking.

With the arrival of the Global Financial Crisis of 2007-08, illegal and improper practices of all kinds were soon exposed, and the bad behaviour sometimes extended to retail banking. Inevitably, the absence of structured education and qualifications for retail bankers came to the fore, especially when the findings of government enquiries into the causes of the crisis were published, several years after being established.

After much research and consultation with clients, Lafferty Group decided that it should seek official recognition for its work in retail banking education and training. This led it to apply for Institute status with the Registrar of Companies in the Department for Business, Enterprise and Regulatory Reform of the United Kingdom.

Success depended on the regulators being satisfied that the company had been engaged in retail banking research, training, and education at the highest level for several decades and was in effect already functioning as an Institute. The regulators agreed.

Permission to operate in the name of the Retail Banking Institute was granted in September 2020.

### Assessment Strategy:

No final evaluation is required, as the participants will be directly examined through the RBI, and the pass rate is 60%.

### Course Language:

English

### Prerequisites:

Must have at least two years of retail experience.