

# Certified International Retail Banker (CIRB) – Level 3

Certified International Retail Banker In cooperation with the Retail Banking Institute

## Banking Operations



4593-3



In-Class



44 hours

### Course Description:

The Certified International Retail Banker program is the top and final level of our Certified International Retail Banker education program. Candidates at this level will most likely be the bank's next generation of senior leaders or those showing the potential to be senior and executive management. The content is designed for management and leadership positions across the different types of retail banking services, including SMEs, private banking, and wealth management.

### Target Audience:

Candidates who are entitled to attend this level must be at the managerial level, starting at the manager and above, with a minimum of 5 years as a manager in the Retail area. The candidate can be enrolled in level III directly.

### Course Outline:

The Certified International Retail Banker program covers:

- Asset and Liability Management.
- ESG/Sustainability and Climate Change.
- Bank Governance.
- Leadership of a Retail Bank (including Strategy).
- Building a Modern Customer-Centric Retail Bank (Fintech III).
- Risk Management III.
- Brand Management.

### 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.

### 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.

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### **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:**

Candidates who are entitled to attend this level must be at the managerial level, starting at the manager and above, with a minimum of 5 years as a manager in the Retail area.