

## Banking Operations and Forgery



10509



In-Class



48 hours

### Course Description:

The Certified International Retail Banker programme is delivered by the Egyptian Banking Institute in partnership with RBI. This is our top level programme in retail banking, designed for people who lead or aspire to lead the bank's most important departments, right up to chief executive level. We have developed this programme over many years with insights gleaned from our global councils and experienced retail banking leaders. This programme is designed for busy executives, and is delivered over the two months, with a weekly day-long class at the Egyptian Banking Institute.

There is an exam with each module for continuous Assessment.

### 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.

### Is this programme for you?

If you aspire to a leadership position at your bank, or are already in an executive leadership position, this programme is for you. This programme will show you how to deal with the challenges you will find at board level, including building a strong board, and tackling ESG challenges. You'll learn the crucial roles of leadership in risk management. You'll grasp the necessity of building a digital core at the heart of your bank. As a leader, you are responsible for the brand of the bank – and for recognising and growing the value of the brand, and its emotional power. Uniquely, we teach the fundamentals of Asset and Liability Management for retail bankers, and how to make sure that the retail bank gets its fair dues for its contribution to bank profitability and sustainability.

### Course Objectives:

- How to inspire senior colleagues and employees.
- Understand the power of leadership and how to engage your team in successful transformation projects.
- Be confident in taking on the challenges of big tech and fintech players by building a digital, customer-centered core of your bank.

- Appreciate the deep power of connecting data analytics and technology to differentiate your customer offerings.
- Underappreciated power of the brand, and its connection to staff, customers and prospects.
- Gather unique insights into the central role of the retail bank in asset and liability management, and the behaviouralisation of customer deposits to maximise performance.

### Course Outline:

#### The Certified International Retail Banker program covers:

#### Corporate Governance In Banking

The Impact on Corporate Governance of the Knowledge Economy, The Hidden Cost of Weak Governance, The Risks of Corruption that Arise in International Banking, Banks as Drivers Towards a Greener Economy, Scenarios of Corporate Governance in the Future, Leadership at Board Level, Supporting the CEO and CFO, Board Composition.

#### Artificial Intelligence

The Evolution of AI, How AI works, From Neural Networks to Small Language Models, Types of AI, Key Concepts in AI, AI and Business Today, and The future of AI.

#### Environmental, Social, and Governance (ESG) Principles.

Environmental, Social and Governance in Retail Banking, Consumer Expectations for ESG Principles, Key Drivers of ESG Strategy, Global ESG Frameworks, Things Banks Need to Avoid, Leadership and Opportunities in ESG Reporting, ESG Compliance: Risks and Benefits, Regulators are Getting Tough, Influence on Products, Services, and CRM.

#### Leading A Risk Management Culture

Understanding and Managing Risks, Risk Management Framework, Risk Matrix, and Three Lines of Defense, Key Roles in Risk Management, Embedding Risk Culture into Daily Operations, Ethical Conduct, and Encouraging a Speak-up Culture, and Effective Crisis Management.

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### **Building A Modern Customer-Centric Digital Retail Bank**

Ensuring Survival and Growth in a Digital World: Why Build a Modern Customer-Centric Digital Retail Bank? What are Incumbent Banks Doing?, Customer Centricity Will Achieve Results, The Purpose of a Modern Customer-Centric Digital Retail Bank, Steps to Building a Modern Customer, Centric, Digital Retail Bank.

### **Leadership In Retail Banking**

Boss or Leader?, Leadership Styles, The Main Qualities of a Retail Bank Leader, Essential Principles for an Efficient Retail Bank Leader, The Role of People Management in Retail Bank Leadership, How Digital is Affecting the Retail Bank Leader, The Multigenerational Challenge.

### **Leadership In Brand Management**

Why Consistency is Key, How to Create a Brand, Steps to Build a Brand, The Impact of Digital Marketing on Branding and Customer Relationships, The Senior Executive's Role in Building a Strong Brand.

### **Asset And Liability Management**

Key functions of ALM, Items to be Tracked and Decided by ALM, Liquidity

### **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 level and above, with a minimum of 5 years as a manager in the Retail area.