



## 10 Days Short course

### DEVELOPING A STRATEGIC MINDSET IN THE FAST-CHANGING BANKING WORLD

Strategic Management in Banking addresses the needs of senior bankers, including board members, who want to reassess the future of banking and strategy in the context of a fast- changing environment: the outcome of the financial crisis, final Basel III (Basel IV) regulations on capital and liquidity, bail-in debt, ultra-low interest rates, and digital disruption by FinTech companies. As the banking industry has its own needs, the **Strategic Management in Banking** programme has been developed to enhance some key bank- specific management skills.

#### Three highlights of the programme illustrate its unique banking focus:

- A special module on asset and liability management, i.e. profit and risk control, which is unique to the banking industry
- Digital technologies raise strategic issues for the delivery of financial services: a module on customer centricity, big data, social media and digital banking
- Asset Management and private banking as a source of growth.

#### KEY BENEFITS

- Gain expertise in strategic positioning, competition with new entrants and growth
- Assess the future of asset management and private banking
- Develop new ideas to reach clients with big data and digital banking
- Enhance, with the help of a simulation, your skills in value creation and risk

control (ALM)

- Discuss strategy implementation and trust

## **PARTICIPANT PROFILE**

**Strategic Management in Banking** is designed specifically for senior bankers, including board members, responsible for retail, corporate, capital markets and international banking.

## **PROGRAMME CONTENT**

The **Strategic Management in Banking** programme draws on years of research organised. The programme develops participants' management skills in the following areas.

### **Strategic analysis of the future of the financial services industry**

- Competitive analysis of the banking industry
- Organic growth vs. acquisition
- International banking
- Digital disruption
- Final Basel III (Basel IV), and special resolution regimes with bail-in debt

### **Asset-liability management**

- Value-Based Management
- Profit centre and performance evaluation: Risk-Adjusted

Return on Capital (RAROC) and economic profit

- FTP and economic capital allocation: foundation and advanced Control of credit and market risks

### **Marketing of financial services**

- Big data and customer analytics • Digital banking

### **Asset management**

- Product design and performance • Private banking

### **Corporate and investment banking**

- Universal banking vs. specialized banking • Restructuring

All the issues discussed in the programme are illustrated with case studies on financial institutions.

## Upcoming Course Dates

Workshop 1 Course dates	8 April 2019– 18 April 2019
Workshop 2 Course dates	10 June 2019– 20 June 2019
Workshop 3 Course dates	9 September 2019– 19 September 2019
Workshop 4 Course dates	11 November 2019– 21 November 2019
Price Per Person	\$ 3 070 includes pick up from Airport to and fro, pick up from lodge to and fro to the training Center
Accommodation	\$780 per person for 12 days (This include bed and Breakfast and Dinner) vat Included
Total Including Accommodation	\$ 3.850.00