

SME Banking Certificate

Moving Forward With
confidence ...

Certificate Code: 11004

Certificates

Certificate Hours:

150

Target Audience:

This course is intended for Bankers with current or potential SME responsibilities.

Certificate Description:

The SME Banking Certificate Program will enable bankers to define the SME sector in Egypt, understand the key techniques of strategic planning for SME banking, identify fundamentals of operational setup needed for SME banking. The certificate also explains the product development cycle, in addition to marketing and delivering the product. It supports also the participants to understand different sources of risk for SME banking. Moreover, it exposes participants to the success factors and international best practices needed for effective SME banking.

Certificate Objectives:

- Explain fundamentals of SME banking in accordance with international best practices
- Explain operational setup for SME banking unit
- Define SME customers' product needs
- Explain successful clients' product management
- Identify tools of marketing and delivering SME products and services
- Determine major risks sources in SME banking

Certificate Outline:

Module 1: Strategic Planning for SME Banking

- Introduction to SME Banking
- Market definition
- How to develop business plan
- Prerequisites to introduce SME business line

Module 2: Operational Setup for SME Banking

- Operational setup for SME banking unit
- How to set up SME banking unit
- Business process (lending strategy formulation, implementation and evaluation)
- Coordination with other functional areas in the bank

Module 3: Product Development for SME Banking

- Serving SME banking market efficiently and profitably by establishing standard product development model
- Setting up SME products portfolio
- Building a competitive SME product range
- Client and products segmentation

Module 4: Marketing and Delivery for SME Banking

- Classify and analyze SME clients' needs.
- Marketing SME banking services and products.
- Delivery of SME banking services and products.
- Boosting SME client's knowledge and schemes for promoting SME products.

Module 5: Risk Management and Profitability Measurement for SME Banking

- Bank portfolio level
- Identifying major SME risk sources
- Risk management for SME banking
- Measuring product and client profitability in SME banking

SME Banking Certificate

Moving Forward With
confidence ...

Certificate Code: 11004

Certificates

Assessment Strategy:

Participants will be assessed based on participation (interaction and group exercise) and an individual assessment through a written test after each module. Participants will also be required to submit a project in one of the designated areas of study that will be presented and assessed by a panel of SME Banking experts. Accordingly, participants who exceed the benchmark of 80% will be sent on placements at international banks renowned for SME Banking.

Upon Successful Completion of this Course, participants will obtain:

12 Quarter Credit Hours

Certificate Language:

English

Prerequisites:

- Minimum three years of banking experience.
- Prior credit and financial analysis training available at EBI or equivalent from another reputable training institute.
- Good command of English.

This Certificate entitles you to attend:

N/A