

SME Banking Certificate

Certificate Hours: 116

Certificate Code: 11036

Target Audience

Bankers with current or potential SME responsibilities.

Certificate Description

The SME banking certificate will enable bankers to get acquainted with the whole package of success application to enhance success to finance for SME. Such program includes the essential parts of planning techniques, marketing philosophy and selecting the appropriate product development to fulfill the requirements of SME with respect to international best practices for operations and risk management.

Certificate Objectives

- Understand the importance and techniques of strategic planning
- Apply operational setup for SME banking unit
- Define SME customers' product needs and get acquainted with successful clients' product management
- Identify tools of marketing and delivering SME products and services
- Determine major risk and how to mitigate it in SME banking

Certificate Outline

Module 1: Strategic Planning for SME Banking

- Definition and Segmentation of the SME Market
- Introduction to the Strategic Planning Process
- The "Target" Main Components of a Strategic Plan
- Situation Analysis
- "The Path" Main Components of a Business Plan
- Tips for Successful Planning

Module 2: Operational Setup for SME Banking

- The operating model
- The work flow
- From theory to implementation

Module 3: Product Development for SME Banking

- Introduction to Project management
- Product/Service Segmentation and Targeting
- New products, Services Development and Design for SME Banking.
- Building a Competitive Product & Service Range for SME Banking.
- Key Success Factors for SME Product Development (workshop)