

Financing Small and Medium Enterprises – SMEs

Course Hours: 16

Course Code: 11005E

Target Audience

This course is directed to all staff working in retail banking or officials responsible for dealing with loans of small and medium enterprises, in banks or institutions.

Course Description

In this course, participants get introduced to the role of small and medium enterprises in economic development and bank financing for these enterprises. They will also get trained on how to recognize the risks associated with lending such enterprises, assess and mitigate them.

Course Objectives

- Demonstrate the basic concepts of small and medium enterprises
- Explain the different requirements of financing small and medium enterprises
- Apply funding mechanisms for small and medium enterprises
- Identify risks associated with lending small and medium enterprises
- Elaborate the modern principles in marketing and sale of financial products

Course Outline

Module 1: Basic Concepts of Small and Medium Enterprises

- Definition of small and medium enterprises
- Characteristics of small and medium enterprises
- The strategic importance of small and medium enterprises
- The characteristics of entrepreneurs
- Challenges facing small and medium enterprises
- The basic requirements of financing SMEs

Module 2: Requirements of Financing Small and Medium Enterprises

- How to communicate and deal effectively with the borrowers
- The general rules of financing small and medium enterprises
- The general framework of credit analyses
- The credit worthiness and determining financing gaps
- The elements of the credit study
- Loan cycle

Small & Medium Enterprises

Module 3: Mechanisms of Financing Small and Medium Enterprises

- Design and implement the full loan cycle
- The executive mechanisms of loan cycle
- The role of risks and management information systems in the loan cycle
- Identify and measure profits
- The difference between corporate and small and medium enterprises
- The different financing tools for small and medium enterprises

Module 4: Risks of Financing Small and Medium Enterprises

- Types of banking risks
- The factors that affect the increase in credit risks
- The method of credit risk management
- Analysis of small and medium enterprises risks
- Loan portfolio risk management for small enterprises
- Reading management information systems reports (MIS reports)
- Impact of risks on portfolio profits

Module 5: Principles of marketing and Sale

- What is marketing?
- The factors that control markets
- Elements of the marketing mix
- Principles of distinguished sale
- The most important elements of sale art and sellers types

Assessment Strategy

Participants will be assessed based on participation and formal end of course test.

Upon Successful Completion of this Course, participants will obtain
1.3 CEUs

Course Language

Arabic/English

Prerequisites

Three years of experience in banking in addition to a minimum of one year in the field of small and medium enterprises or credit retail.