

Professional Banker

A. Aim of subject:

To provide those entering the profession with an introduction to the key ethical, regulatory, economic, legal and credit issues facing banking professionals.

B. Subject Specific Learning Outcomes:

Outcome 1

Demonstrate an understanding of the ethical and professional requirements for banking professionals.

Knowledge, Understanding and Skills

- Recognise an ethical issue when faced with one
- Identify the appropriate professional behaviour in a given set of circumstances
- Understand the practical application of ethical thinking in day to day business
- Apply ethical decision taking on a practical basis
- Understand the impact of social and environmental considerations.

Outcome 2

Describe the financial services industry, and the economic environment.

Knowledge, Understanding and Skills

- A brief history of banking
- The role of banking in the early 21st century
- The functions of banks - business/retail/ commercial/ corporate/etc.
- The different types of banks
- Liquidity and capital considerations
- The organisation, functions and structure of the Central Bank
- Building societies
- National Savings and Investments
- Insurance providers
- Merchant banks and investment banks
- Credit unions
- The Stock Exchange
- Institutional investors and their role.
- Economic systems
- Inflation
- Interest rates
- The role of Government in the economy.

Outcome 3

Understand the legal and regulatory frameworks which govern the financial services sector.

Knowledge, Understanding and Skills

- The Financial Services Authority
- Data protection legislation
- Consumer credit legislation
- Money laundering regulations
- Codes of practice

- Treating Customers Fairly.
- Retail Banking COBs
- Banker/customer relationship
- Contract
- Agency
- Negotiable instruments
- Companies.

Outcome 4

Understand how to meet the needs of a range of customers in a professional and responsible manner.

Knowledge, Understanding and Skills

- Demonstrate the principles underpinning high quality customer service
- Understand the key concepts of customer relationship management
- Understand the customer life-cycle
- Deal with complaints
- Treat customers fairly
- The Customer experience
- Recognise what action to take when things go wrong.
- Products and services commonly available across the industry.
- Products offered by the area of the bank in which they work.
- Competing products offered in the marketplace.
- Money transmission services.
- IT and its applications

Outcome 5

Demonstrate an understanding of credit and lending.

Knowledge, Understanding and Skills

- Types of customer – retail/business/corporate
- The canons of lending
- Documentation
- The person
- Amount and purpose
- Repayment
- Viability
- Security.

Outcome 6

Understand risk and exposure thereto, and how such exposure can be managed.

Knowledge, Understanding and Skills

- Credit risk
- Regulatory risk
- Operational risk
- Reputational risk
- Risk management.