

# SMART CB

The new accelerated route to Chartered Banker status for Senior Managers

**"We would like to see banking qualifications become one of the core indicators against which the FSA can assess a candidate's competence." Treasury Select Committee 2009**

- The highest qualification for banking professionals from the oldest professional banking body in the world
- New SMART route for senior managers confers accredited status via assessment competence



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# A new route to Chartered Banker status



**W**elcome to SMART CB; the new Senior Management Accelerated Route to Chartered Banker status, awarded by the Chartered Institute of Bankers in Scotland (CIOBS) and delivered by Reed Learning.

The SMART route will allow senior banking professionals to undergo work-based assessment of competence against the professional standards set by CIOBS. This will involve providing experience-based evidence and narrative that demonstrate the practical application of a candidate's skills.

CIOBS is the UK's leading provider of financial services and banking qualifications and is proud to be the only organisation in the world that can award the Chartered Banker designation. By partnering with Reed Learning we have been able to adapt the Chartered Banker syllabus to reduce study and examinations to an absolute minimum for those with significant banking experience.

Chartered Banker requires the completion of 11 subject credits, but with SMART CB a senior banking professional with appropriate qualifications and experience will only require to sit and pass the Professionalism and Ethics examination.

Chartered Banker status is a masters level qualification, which generally takes between two to three years to complete. This radical new programme allows senior managers with the requisite experience to be awarded the Chartered Banker qualification in under one year.

Chartered Banker status shows that you meet the high technical and ethical standards which customers and regulators expect bankers to uphold. With this new study route we aim to increase the proportion of practising bankers with accredited qualifications and reinforce the value and importance of professional banking qualifications across the sector.

The SMART CB qualification is highly relevant to today's market and I look forward to seeing this new route open up doors to professional recognition for senior bankers in the UK.



**Simon Thompson**  
Chief Executive  
The Chartered Institute of Bankers in Scotland

## Key features of SMART Chartered Banker

Those eligible for the programme will undertake a three-stage process to gain Chartered Banker accreditation.

1. An initial evaluation will assess knowledge and understanding gained from relevant formal certified learning
2. One-to-one meetings with a mentor will evaluate knowledge gained through practical experience at a senior management level. Evidence of professional experience and understanding will be collated on an online assessment portal
3. Study and examination will be required for mandatory modules, to include Professionalism & Ethics as a minimum

# Delivered by Reed Learning Awarded by CIOBS



## About the Institute

The Chartered Institute of Bankers in Scotland (CIOBS) was established in 1875 and is the oldest banking institute in the world. The Institute's aim is to improve ethical, professional and technical standards in banking through education and training.

The Institute provides a wide range of qualifications for retail, commercial and private bankers, and is the only professional body to award the prestigious "Chartered Banker" designation.

The Institute has approximately 10,000 members in 35 countries, of which over 5,000 are accredited Chartered Bankers.

## About Reed Learning

Part of the Reed family of companies, Reed Learning is one of the UK's largest providers of short courses and qualification programmes for businesses. Last year the company delivered over 20,000 days' training on subjects ranging from Getting Organised to Google Analytics.

Based in central London but with venues across the UK, Reed Learning has become a first choice for thousands of financial services professionals. As an approved supplier for major international banks, including Lloyds Banking Group and Barclays, Reed Learning combines an understanding of this complex sector with unrivalled access to qualified trainers and assessors and seamless training administration.

## About the Chartered Banker qualification

- Chartered Banker is the leading banking qualification in the UK and can only be granted by The Chartered Institute of Bankers in Scotland
- The qualification is recognised worldwide and is approved by the Privy Council
- The Chartered Banker qualification has been categorised as "Level 7" on the national Qualifications & Credit Framework, which is equivalent to a UK Masters degree
- For those not eligible for the SMART route, the qualification generally takes between two to three years to complete
- We anticipate those eligible for the SMART route taking three to nine months to complete the qualification

Being a Chartered Banker is about developing modern professionalism and maintaining up-to-date knowledge of the financial services sector. To retain Chartered Banker status, individual members must meet the required 35 hours of Continuing Professional Development (CPD) per year.



**"88% of respondents agreed or strongly agreed that all bankers should take professional banking exams. 57% of business decision makers agreed or strongly agreed that they would rather be a customer of a bank where their Relationship Manager was a Chartered Banker." YouGov 2009**

# Getting qualified: How it works



**“Tougher hiring guidelines mean the FSA will now adopt a “more intrusive” approach to supervision and approvals. Since October 2008, 10% of candidates sent to the FSA have withdrawn, in many cases to avoid rejection.”**  
Financial Times October 2009

## The SMART route

**The accelerated route is designed to offer a rigorous approach to the programme content with minimum disruption at work. The chart below maps a typical learner journey:**

Initial telephone diagnostic will assess suitability for the programme.  
Application form submitted for approval



Candidate is advised on the number of module exemptions and the additional modules (if any) that might need to be taken via examination, along with projected cost and timescale for completion



Candidate is formally enrolled onto the programme, and as a student member of CIOBS



Study materials and welcome pack are provided to the candidate and module and elective preferences are considered



Personal mentor and assessor are allocated to the candidate, based on suitability and match. Mentor makes initial contact with candidate and arranges first meeting. The mentor will advise on subject choices for electives, accredited prior learning submissions, and preparation of evidence, and introduces candidate to the ePortfolio



Complete Professionalism & Ethics examination



Mentor continues to support and advise candidate on submission of evidence, via email, telephone and face-to-face; and assessor provides feedback on statements and evidence submitted via ePortfolio



Portfolio of evidence is completed. Any final amendments or additions are made, based on feedback from mentor and assessor. Portfolio is submitted for external verification.



Chartered Banker status awarded and certificate presented



# Getting qualified: Accrediting your knowledge

## The candidate experience

With sufficient experience and prior study the Chartered Banker qualification can be completed in as little as three months. For those with less experience, we do not anticipate the programme taking longer than nine months. There are three steps to completing the 11 modules required for Chartered Banker accreditation, comprised of:

1. Accreditation of prior formal learning
2. Evaluation of existing experience using an online portfolio
3. Study and examination

The work required to complete each step will depend on candidates' prior learning and experience, following an initial assessment of eligibility.

### 1. Accreditation of prior learning

As a senior manager it is anticipated that you will already hold qualifications that will exempt you from some or all of the modules on the syllabus. The table below provides a generic, approximate guide to the modules most common qualifications will exempt you from.

Through your assessment plan and meetings your mentor will be able to provide tailored guidance for you about which modules are exempted in your case, and which you will need to provide additional evidence for. Please note that any qualifications that are used to exempt you from modules cannot then be reused as evidence for other modules.

Qualification	Estimated no. of modules exempted
ACIB Status	9
Chartered Accountancy status	8
Finance-related post-graduate qualification	7-8
Masters in Business Administration (MBA)	7
Bachelor's or Masters Degree	3-4

### 2. Evaluation of existing experience

Once the appropriate exemptions for prior certificated learning have been granted, assessment for each of the modules (with the exception of Professionalism & Ethics) will be based on evidence provided of your experience, understanding and knowledge of the banking industry.

The programme allows for a wide and diverse range of evidential options to be considered, and your mentor will provide full guidance on the relevance, adequacy and suitability of each piece of evidence considered for submission. The evidence will typically come from the following seven categories:

- **Category 1:** Job-specific performance
- **Category 2:** Accounting & financial analysis
- **Category 3:** Customer & portfolio management
- **Category 4:** Risk management
- **Category 5:** Learning & development
- **Category 6:** Experience outside financial services
- **Category 7:** Formal qualifications

Evidence is collated using a simple online ePortfolio system.

The ePortfolio works by listing the modules you have selected and then allowing you to submit evidence against the assessment criteria for each module. Evidence will be uploaded and submitted for review by your assessor, who will also use the system to provide feedback and inform you of their assessment decisions. The ePortfolio also shows you how far you've progressed with the qualification and which areas need additional information.

### Reed Learning's ePortfolio

### 3. Study and examinations

All candidates will sit the Professionalism and Ethics examination paper. All other modules on the SMART CB route can be assessed through the ePortfolio. Turn the page for a full list of compulsory and elective modules.

## Eligibility for the accelerated route

Many banking professionals, while highly experienced, lack formal qualifications in their field. The new SMART route to Chartered Banker is aimed at these people; who already have the experience and knowledge required by the programme without undertaking formal study.

Candidates will be assessed for the programme against the following criteria:

- **Current role** – are they currently working in the financial services sector?
- **Education** – candidates are likely to be degree level educated
- **Summary of experience** – time, activities, achievements, position. Candidates will have worked in financial services or business for more than 10 years. Those without this level of experience will be required to have very specific degree or business qualifications
- **Is the candidate an Approved Person?** What is their job title and to whom to they report? At what level within the organisation do they manage (human, physical, financial)?
- **To what extent are they responsible for vision, mission, strategy, planning, performance, profits, budgets within their organisation?**

# Modules: Gain 11 credits



In order to achieve Chartered Banker status, you will need to gain 11 subject credits (less exemptions) from the modules on the right. Modules may be completed through any of the three methods: Accreditation of prior formal learning; Evaluation of existing experience using an online portfolio; Study and examination.

## Modules

Compulsory subject	Credit Value
Professionalism and Ethics	1.0
<b>Section A – Core subjects (select 1)</b>	
Retail Banking	1.0
Business Banking	1.0
Building Society Operations	1.0
UK Financial Services	1.0
<b>Section B – Core subjects (select 3)</b>	
Financial Management	1.0
Business Law	1.0
Financial Economics	1.0
Management Strategy and Leadership	1.0
<b>Section C – Elective subjects (select 6)</b>	
The Compliant Person and Regulatory Risk	0.5
Private Banking and Wealth Management	0.5
International Business	0.5
Customer Relationship Management	0.5
Operational Risk Management	0.5
Project Management	0.5
Money Laundering	0.5
Financial Crime	0.5
Credit Risk Practice	1.0
Corporate Finance	1.0
Managing People	1.0
Marketing and Selling Financial Services	1.0
Call Centre Management	1.0
Investment	1.0



Recent Fellows of the Chartered  
Institute of Bankers in Scotland

# The assessment team

## Your programme assessment team

Our experienced mentors and assessors will provide advice and support to help you complete the qualification as quickly as possible.



**Martin Kearns (FCIB)** has over 30 years' experience in the financial services industry and has been involved in learning and development for a similar period.

Martin specialises in developing people's skills in business, financial, and risk management. He also provides presentation, negotiation and influencing skills training and expertise in the creation and nurturing of profitable business relationships. He has a BSc (Hons) Financial Services (UMIST 1998) and is a Fellow of the Chartered Institute of Bankers.



**Alistair Raper (ACIB)** brings 25 years' experience in the banking sector, with recent projects including the design and delivery of the Cultivating Success project for Barclays Commercial UK (2007-2009).

He has worked all over the world on learning projects for corporate clients, including leadership, management, advanced sales and service, presentation skills, and performance development in South Africa, Southern India, Uganda, Switzerland and Germany.

Alistair is an Associate of the Chartered Institute of Bankers.



**Paul Holyman (ACIB)** has over 20 years' experience leading large teams within Barclays Bank plc, where he played a leading role in a number of large change projects and was responsible for all training and development activity in Barclays Retail Branch Network.

Acknowledged as an expert in coaching, he presented on that subject at the Pioneers of Change Conference where he shared the stage with leading management gurus Edward DeBono, David Whitaker, John Adair and Meredith Belbin.

Paul achieved Associateship of Chartered Institute of Bankers in 1977.

## Running the Chartered Banker qualification for a larger group

With several candidates from one organisation we can arrange intelligent scheduling of delegate briefing and induction to maximise efficiency. We may also be able to offer cost savings by offering group assessor sessions. Call **0800 170 7777** to discuss organisation-wide programmes.

Chartered Banker

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