

CHARTERED BANKER 2012 MODULE SPECIFICATION

Title:	Retail Banking
Credit Value:	SCQF Level 10/EQF Level 6 SCQF Credit Points 25
Aim:	To provide an extensive, detailed and critical knowledge and understanding of the legal, practical and philosophical aspects of the retail banking environment and develop the practitioner's skills and ability to synthesise complex issues, evaluate information, apply principles and techniques, and make professional judgements and informed decisions in relevant work situations.
Access Statement:	It is recommended that students should have previously studied at SCQF Level 8/9/EQF Level 5/6 or above, or has relevant practical experience in banking or financial services.
Programmes of study to which unit contributes:	<ul style="list-style-type: none">• Chartered Banker• Associate Chartered Banker Diploma
Learning Outcomes:	Knowledge, Understanding and Skills On completion of this module, students should be able to: <ol style="list-style-type: none">1. critically analyse what differentiates retail banking from other types of banking and examine the factors that contribute to the success of a retail bank2. evaluate the significance of a client-centered approach to retail banking and identify a range of factors that would contribute to the success of a client-centered approach3. examine the challenges of managing delivery through diverse distribution channels in a retail banking environment and assess the impact of technology on a retail banking operation and its customers4. assess the significance of the processes and relationships between customer-facing and support roles in a retail banking operation and explain how this impacts on delivery of service to the customer5. analyse the factors that contribute to the effective leadership and management of a retail banking operation6. critically review the scope and examine the impact of the current UK and international regulatory environment on the retail banking sector.
Method of Delivery:	Distance learning with blended learning support.
Assessment:	<i>An online, extended response examination worth 70% of the overall result and one summative assignment worth 30%. Continuous formative assessment will be provided in the form of feedback on a draft assignment.</i>

Learning Outcomes, Assessment Criteria and Content

Learning Outcomes	Assessment Criteria	Content
Retail Banking		
Critically analyse what differentiates retail banking from other types of banking and examine the factors that contribute to the success of a retail bank.	<p>Identify the various types of banking and critically analyse how retail banking differs from these.</p> <p>Examine the factors that contribute to the success of a retail bank.</p> <p>Explain how retail banking has evolved and, based on current trends, create a vision of how it may continue to evolve in future.</p> <p>Identify the factors that contribute to the profitability of a retail bank and explain the measures used to analyse its financial health and operational efficiency.</p> <p>Explain how a retail bank contributes to the world economy.</p>	<p>Retail banking v other types of banking</p> <p>What makes a retail bank successful</p> <p>Evidence/measures of success</p> <p>Retail banking and the world economy</p>
A Client-Centred Approach		
Evaluate the significance of a client-centred approach to retail banking and identify a range of factors that would contribute to the success of a client-centred approach.	<p>Examine the significance of the contractual relationship between banker and customer and outline the rights and duties incumbent on each party.</p> <p>Compare and contrast a range of retail banking products and services.</p> <p>Differentiate between and explain the impact of delivering regulated and unregulated products and services.</p> <p>Examine the factors that contribute to the successful marketing of</p>	<p>Client-centred banking.</p> <p>The banker-customer relationship</p> <p>Retail banking products and services</p> <p>Regulated and unregulated products and services; referral process</p> <p>Marketing retail banking products and</p>

	<p>retail banking products and services.</p> <p>Examine the factors that contribute to the successful matching of a retail bank's products and services to customer needs.</p> <p>Identify a customer's retail banking requirements and discuss appropriate products and services that match those needs in a fair, professional and ethical manner.</p>	<p>services; acquiring customers</p> <p>Establishing customer needs and matching products and services to meet customers' needs</p> <p>Discussing appropriate products and services with customers</p> <p>Retaining customers; managing the customer relationship; referral opportunities; customer reviews</p> <p>Working with customers during difficult times</p> <p>Dealing with complaints</p>
Distribution Channels and The Impact of Technology		
Examine the challenges of managing delivery through diverse distribution channels in a retail banking environment and assess the impact of technology on a retail banking operation and its customers.	<p>Identify and explain the demands of managing delivery through diverse distribution channels in a retail banking environment.</p> <p>Compare and contrast a range of distribution channels used by retail banks to reach customers.</p> <p>Assess the impact of technology on a retail banking operation and its customers.</p> <p>Distinguish between different methods of money transmission and</p>	<p>Distribution Channels</p> <p>Managing diverse distribution channels</p> <p>Managing the impact of technology</p> <p>Money transmission methods</p> <p>Using systems and processes for</p>

	<p>examine the processes that apply to each method.</p> <p>Evaluate the significance of systems and processes in creating and implementing an effective customer retention strategy.</p>	customer retention
People, Processes and Risk		
<p>Assess the significance of the processes and relationships and between customer-facing and support roles in a retail banking operation and explain how this impacts on delivery of service to the customer.</p> <p>.</p>	<p>Identify the key drivers of outsourcing decisions and discuss the advantages and disadvantages of outsourcing elements of a retail banking operation.</p> <p>Examine the operational factors that contribute to the effective delivery and maintenance of service quality.</p> <p>Identify sources of risk in a retail banking operation that could impact on both service delivery and profitability.</p>	<p>Jobs in retail banking</p> <p>The internal customer</p> <p>Relationships/collaboration between customer-facing and other colleagues</p> <p>Outsourcing</p> <p>Delivering service and maintaining service standards/quality</p> <p>Operational and other risks; risk v reward</p> <p>Managing data</p> <p>Continuous improvement; refining procedures (as a result of lessons learned as well as pro-active improvements)</p>
Leadership and		

Management		
Analyse the factors that contribute to the effective leadership and management of a retail banking operation.	<p>Recognise and discuss the factors that contribute to the effective leadership and management of a retail banking operation.</p> <p>Identify the main components of a retail banking strategy.</p> <p>Identify a range of key performance measures in a retail banking operation and critically evaluate a range of tools used to assess and manage performance against these measures.</p>	<p>Leadership</p> <p>Management</p> <p>Strategy</p> <p>Leading, managing and coaching teams</p> <p>Measuring and managing performance</p> <p>Leading and managing change</p>
Regulation		
Critically review the scope and examine the impact of the current UK and international regulatory environment on the retail banking sector.	<p>Analyse the framework that regulates the activities of the retail banking sector.</p> <p>Identify the implications of the FSMA for individuals operating in the retail banking sector.</p> <p>Examine the new regulatory bodies being established in the UK.</p> <p>Explain the significance of International regulation in relation to retail banking.</p> <p>Explain the key aspects of employment legislation that affect retail operations.</p>	<p>The need for regulation and regulated activities</p> <p>The Financial Services and Markets Act and the changing role of the FSA, FCA and PRA</p> <p>Treating Customers Fairly</p> <p>Banking: Conduct of Business Sourcebook</p> <p>The Lending Code</p> <p>Mortgage regulation</p> <p>Regulatory Bodies (UK &</p>

		International) The Consumer Credit Act Money Laundering Regulations The Data Protection Act The Equality Act/Health & Safety at Work/Employment Law
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