

CHARTERED BANKER 2013 MODULE SPECIFICATION

Title:	Banking for High Net Worth Individuals
Credit Value:	SCQF Level 10/EQF Level 6 SCQF Credit Points 25
Aim:	To provide an extensive, detailed and critical knowledge and understanding of banking for high net worth individuals and develop the practitioner's skills and ability to synthesise complex issues, evaluate information, apply principles and techniques, build effective relationships with clients, 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 have 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. differentiate between banking for high net worth individuals and banking for other customers2. distinguish between key segments of the wealth market and compare and contrast the needs of customers in each market segment3. critically analyse the factors that influence the operating models of private banking providers and assess the impact of competing forces on the UK private banking market4. critically review a range of customer acquisition and retention strategies and create a customer retention plan5. examine the impact of a range of regulation and legislation on the private banking industry and a private banking provider's operations6. evaluate the role of a private banking relationship manager and its contribution to a bank's relationship management strategy7. compare and contrast a range of wealth management and private banking products and services and assess their suitability for specific customer needs8. critically analyse trends in the private banking market and recommend strategies to meet future challenges and achieve success in this market.
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
Private Banking		
Differentiate between banking for high net worth individuals and banking for other customers.	<p>Distinguish the features of banking for high net worth individuals against and other customers.</p> <p>Critically review the evolution of private banking from an international and domestic perspective.</p> <p>Compare and contrast the international and domestic private banking environment.</p> <p>Justify the key business drivers for international and domestic private banking success.</p>	<p>Introduction to private banking</p> <p>The specialised nature of private banking</p> <p>An historical perspective</p> <p>International private banking</p> <p>Domestic private banking</p> <p>Key players</p>
Customer Segmentation		
Distinguish between key segments of the wealth market and compare and contrast the needs of customers in each market segment.	<p>Differentiate the key segments of the wealth market and compare and contrast customer's requirements within in every individual segment.</p> <p>Discuss the factors that have contributed to the recent creation of wealth in the UK.</p> <p>Differentiate between and compare and contrast the needs of high net worth and mass affluent customers.</p> <p>Justify how economic influences affect the UK financial services market.</p>	<p>Market segments</p> <p>High net worth customer profiles</p> <p>Mass affluent customer profiles</p> <p>Wealth distribution</p> <p>Customer needs</p>

Business Models and Competitive Dynamics		
<p>Critically analyse the factors that influence the operating models of private banking providers and assess the impact of competing forces on the UK private banking market.</p>	<p>Assess the impact of competing forces on the UK private banking market.</p> <p>Justify the introduction of a focused customer segmentation strategy.</p> <p>Analyse the use of entry criteria components to support an organisation's segmentation objectives.</p> <p>Appraise the significance of establishing customer value and explain how this might be achieved.</p>	<p>Private banking operating models</p> <p>Competitor dynamics</p> <p>Customer segmentation</p> <p>Private banking economics</p>
Acquiring and Retaining Customers		
<p>Critically review a range of customer acquisition and retention strategies and create a customer retention plan.</p>	<p>Identify and explain various customer acquisition and retention strategies</p> <p>Assess how maximising bank resources across the organisation can lead to securing commercial advantage in the private banking market.</p> <p>Consider the challenges involved in leveraging bank resources across the organisation and how these can be overcome.</p>	<p>Customer acquisition strategies</p> <p>Maximising bank resources</p> <p>Securing commercial advantage</p> <p>Key challenges and considerations</p> <p>Customer retention strategies</p>

The Regulatory Environment		
<p>Examine the impact of a range of regulation and legislation on the private banking industry and a private banking provider's operations.</p>	<p>Analyse the framework that regulates the activities of the private banking sector.</p> <p>Identify the implications of the FSMA for individuals operating in the private 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>Regulatory and legislative impacts</p> <p>Anti-money laundering</p> <p>Financial regulatory framework</p> <p>Basel II</p> <p>Mortgage regulation</p> <p>Consumer Credit Act 2006</p> <p>FSA "Treating Customers Fairly" (TCF)</p> <p>European Distance Marketing Directive</p> <p>Tax treatment of non-domiciled individuals</p>
Relationship Management		
<p>Evaluate the role of a private banking relationship manager and its contribution to a bank's relationship management strategy.</p>	<p>Create a profile of the ideal private banking relationship manager that includes the key knowledge, skills and behaviours required for effective fulfilment of the role.</p> <p>Compare and contrast the relationship manager role in private banking with the role in other banking sectors.</p>	<p>Role of the relationship manager</p> <p>Profile of the relationship manager</p> <p>Training and development</p>

	<p>Appraise the significance of attaining, maintaining and developing required levels of skills, knowledge and behaviour to effectively fulfil the customer relationship manager role.</p> <p>Evaluate a range of methods a private banking provider could use to measure the quality of the customer experience.</p> <p>Assess the value of fostering strong working relationships with a range of internal and external contacts.</p>	<p>Recruitment</p> <p>Service quality</p> <p>Fostering relationships with key internal and external contacts</p> <p>Evaluating the client experience</p> <p>Service recovery</p> <p>The use of internet in managing relationships</p>
Products and Services		
<p>Compare and contrast a range of wealth management and private banking products and services and assess their suitability for specific customer needs.</p>	<p>Examine the products and services typically included in a bank's wealth management proposition.</p> <p>Explain what is meant by 'portfolio management' and distinguish between advisory and discretionary service offerings.</p> <p>Discuss what constitutes an effective portfolio management infrastructure.</p> <p>Explain what is meant by 'financial planning' and identify the key steps of the financial planning process.</p> <p>Explain how tax management and planning can facilitate the protection of wealth.</p> <p>Examine the products and services typically included in a bank's private banking proposition.</p> <p>Compare and contrast the products and services offered to high net</p>	<p>Wealth management</p> <p>Investment services</p> <p>Portfolio management services</p> <p>Specialised investments</p> <p>Wealth protection and services</p> <p>Financial planning</p> <p>Taxation and trust management services</p> <p>Lending services</p> <p>Specialist types of loan</p>

	worth individuals with those offered to other customers.	Banking services
The Future of Private Banking		
Critically analyse trends in the private banking market and recommend strategies to meet future challenges and achieve success in this market.	<p>Identity and explain trends in the private banking market</p> <p>Critically analyse the range of these trends and recommend suitable strategies aimed at meeting future challenges and achieving success in this market.</p>	<p>Market trends</p> <p>Growth strategies</p> <p>Financial astuteness</p> <p>Service differentiation</p> <p>Products and services</p> <p>Technological investment</p> <p>External impacts</p> <p>The relationship manager</p>