

Private Banking and Wealth Management

Credit Value: 0.5

AIMS

GENERAL AIM

To provide the critical knowledge and the range of skills, techniques and practices required by financial services professionals to allow them to understand the wealth management environment, and the specialised nature of private banking facilities.

SPECIFIC AIMS

1. To provide an extensive, detailed and critical knowledge and understanding of private banking clients and their needs.
2. To provide and develop a range of skills, techniques and practices to allow candidates to understand the wealth management environment.
3. To create an ability to apply knowledge and understanding of private banking and wealth management by critical analysis, evaluation and synthesis of complex issues and to use this knowledge and the consequent skills in developing effective customer relationships with private banking clients.

CONTENT

1. INTRODUCTION TO PRIVATE BANKING

- An historical perspective
- International - v- domestic private banking
- International private banking
- A domestic private banking perspective
- Development of domestic private banking
- The key players

2. CUSTOMER SEGMENTS AND NEEDS

- Market segments
- A closer look at HNW customer profiles
- A closer look at mass affluent customer profiles
- Wealth distribution
- Customer needs

3. BUSINESS MODELS AND COMPETITIVE DYNAMICS

- Private banking operating models
- Competitor dynamics
- Customer segmentation
- Private banking economics

4. ACQUISITION, RETENTION AND EXPLOITATION STRATEGIES

- Client acquisition strategies
- Exploitation of wider group resources
- Securing commercial advantage
- Key challenges of successful exploitation
- Additional considerations
- Client retention strategies

5. REGULATORY AND LEGISLATIVE IMPACTS

- Present and future impacts
- Anti-money laundering
- Financial regulatory framework
- Basel II
- Summary
- Mortgage regulation
- Consumer Credit Act 2006
- FSA “Treating Customers Fairly” (TCF) Initiative
- European Distance Marketing Directive
- Tax treatment of non-domiciled individuals

6. RELATIONSHIP MANAGEMENT

- Role of the relationship manager
- Profile of the relationship manager
- Training and development
- Recruitment
- Service recovery
- The use of the internet in managing relationships

7. THE WEALTH MANAGEMENT ARM

- Investment services
- Portfolio management services
- More specialised investment vehicles
- Wealth protection and services
- Financial planning
- Taxation and trust management services

8. THE BANKING ARM

- Lending services
- Specialised types of loans
- Banking services

9. LOOKING FORWARD

- Number of wealthy individuals forecast to rise
- Growth strategies
- Financial astuteness
- Importance of service differentiation
- Product offerings
- Technological investment
- External impacts
- The relationship manager