Retail Banking and Wealth Management

Course Objectives

1. Deconstruct the products and services offered in retail banking, such as savings accounts, loans, and payment services, and examine their relationships within the financial system.
2. Appraise the principles and strategies of wealth management for high-net-worth individuals and justify their significance in personal financial planning.
3. Categorize the effects of digital tools, such as mobile banking apps, chatbots, and FinTech integrations, on customer experience and operational efficiency.
4. Judge the significance of credit, operational, and other risks in retail banking and develop strategies to mitigate these risks while ensuring compliance with regulatory standards.
5. Prioritize emerging trends such as AI, blockchain, and robo-advisory, and justify their potential impact on retail banking and wealth management.

Course Outcomes

1. Compare and contrast key retail banking services, such as savings accounts, loans, and payment solutions, and outline their roles in the broader financial ecosystem.
2. Critique the strategies of financial planning, investment advisory, and portfolio management for high-net-worth clients, and defend their effectiveness in achieving financial goals.
3. Evaluate the integration of digital banking tools and FinTech solutions, and justify their influence on enhancing customer experiences and operational efficiency.
4. Formulate innovative risk management approaches that align with regulatory frameworks while addressing operational and credit risks effectively.
5. Invent and propose strategies leveraging AI, blockchain, and robo-advisors to revolutionize retail banking and wealth management, fostering innovation and sustainability in the sector.

MODULE WISE COURSE CONTENT AND OUTCOME				
SL. NO	**MODULE NAME**	**MODULE CONTENT**	**MODULE LEARNING OUTCOME**	**DURATION (HRS)**
1	Fundamentals of Retail Banking	Overview of retail banking, core services, customer segmentation, and product design.	Analyze retail banking's core services and customer need to design appropriate products.	8

2	Wealth Management and Financial Planning	Wealth management services, principles of financial planning, and technology in advisory services.	Evaluate financial planning techniques and create tailored investment strategies for retail clients.	10
3	Digital Transformation and Fin-Tech Integration	Digital banking tools, Fin-Tech partnerships, and customer engagement strategies.	Assess the role of digital tools in enhancing customer experience and operational efficiency.	10
4	Risk Management and Regulatory Compliance	Key risks in retail banking, compliance with regulations, and risk mitigation strategies.	Develop risk management frameworks and compliance checklists for retail banking and wealth management.	10
5	Future Trends in Retail Banking and Wealth Management	Innovations in digital banking, open banking, robo-advisors, and sustainability in wealth management.	Propose innovative solutions to meet future challenges in retail banking and wealth management.	7