

# Unique “SWGSB Experience”

At SWGSB, we provide an atmosphere that fosters friendships and professional alliances. We call it the “SWGSB Experience,” and it brings out the best in people, profits, and performance. While on campus you not only learn from your instructors but your peers as well. Classes are held at the renowned SMU Cox School of Business, which *Bloomberg Businessweek* ranks among America’s finest.

## The SWGSB Experience means:

- A curriculum tailored to areas of specialization through a variety of electives
- A true collaborative learning environment
- Educational approaches created by leaders for leaders
- Faculty exclusive to SWGSB
- Small classes with exceptional faculty, peer, and student interaction
- Leadership and team-building exercises that offer unsurpassed career enhancement
- Merit-based scholarships providing superior return on investment
- Unrivaled SWGSB-SMU MBA options for further study career advancement

### FOR CPE CREDIT:

- **Field of Study:** Specialized Knowledge
- **Prerequisites:** Three to five years’ experience in the financial services industry, a regulatory agency, or a business or agency affiliated with the financial services industry.
- **Advanced Preparation:** Completion of a pre-session assignment is required.
- **Program Level:** Industry Update
- **Delivery Method:** Group Live
- **CPE Credit Hours:** Each in-person session qualifies for a minimum of 40 CPE credit hours. Online pre-session courses do not qualify for CPE credit.

### PRE-SESSION LEARNING:

- The month before SWGSB, there will be a short series of online courses, both live streamed and pre-recorded.
- Completion of a pre-session assignment and online courses is required.



### ON-CAMPUS SESSION:

- On-campus session takes place May 30 - June 9, 2022.
- All classes will be in-person, with networking breaks.

*“I am so proud to be an alumni of SWGSB! The quality of the program is stellar – including the curriculum, access to industry leaders, and the networking opportunities with peer professionals. For over twenty years now, I still continue to value and benefit from my SWGSB experience. Regardless of the stage in your career, I highly encourage any banking colleague to enroll in SWGSB.”*

Susannah Marshall, Bank Commissioner, Arkansas State Bank Department

# Top Leadership Development Experience



From the moment you arrive on campus, you are a full participant in the whole educational experience. At every turn, you are challenged to take an active role in your education, learning from instructors and sharing your knowledge and experiences with your peers. The result is a dynamic, graduate-level program that creates leaders and achievers.

## THE LEARNING PYRAMID

SWGSB’s curriculum, designed by leading experts in the field, centers on a distinct Learning Pyramid. Core requirements form the foundation, followed by case studies and management exercises designed to strengthen decision making and leadership skills. You customize the SWGSB program with your elective choices that reflect the state of the industry. Strategic visioning is the capstone leading to peak performance.

### FIRST SESSION FRESHMAN CURRICULUM

The first session is focused on problem-solving skills. Here the indispensable tools needed to measure performance, evaluate risk, and manage the organization are emphasized — the tools required for superior performance. The first resident session lays the foundation for the overall program.

#### The core curriculum includes:

- Bank Finance and Risk Management
- Asset Liability Management
- Bank Investments
- Financial Economics
- Bank Regulation
- Bank Operations and Technology
- Credit Analysis and Case Studies
- Living Case Study on Bank Performance

### SECOND SESSION JUNIOR CURRICULUM

During the second session, the emphasis is on management and leadership of various functions, departments, products, and the overall bank. In addition, the curriculum focuses on the macro environment and the impact this has on the industry and the future of your organization. And you begin to tailor the program with your choice of career-enhancing electives.

#### The core curriculum includes:

- Enhancing Your Leadership Skills
- Money and Capital Markets
- Loan Portfolio Management
- BankCEO (a competitive bank simulation program)
- Living Case Study on Bank Management
- Extensive Selection of Electives

### THIRD SESSION SENIOR CURRICULUM

The final session focuses on mastering your strategic planning and visioning skills and cumulates in building a strategic outline in your Living Case Study. Your first-class faculty guide you to the development of strategic solutions to problems and issues facing the industry. Now you can say you are a SWGSB grad!

#### The core curriculum includes:

- Strategic Risk Management
- Strategic Planning
- BankCEO (a competitive bank simulation program)
- Building Lasting Value for Shareholders
- Living Case Study on Strategic Planning
- Extensive Selection of Electives

### Intersession assignments follow the first and second sessions.

The assignments are focused on applying the SWGSB curriculum to YOUR institution!

# Unrivaled Learning Experience

## BankCEO

BankCEO is SWGSB’s own unique bank simulation technology designed specifically to provide students real-world experience. With interactive screens, test runs, instant results, and displays that compare teams using various criteria and statistics, BankCEO is a one-of-a-kind experience that distills years of bank management down to a series of well-focused decisions and applications. This online, web-based adaptation can only be found at SWGSB and revolutionizes the bank simulation, further allowing you to interact and learn from your peers, in or out of the classroom!

## The Living Case Study

The Living Case Study brings to life what other schools teach just on paper. You have a rare opportunity to analyze and study a real-world bank, propose changes, and interact with its top management. Each year SWGSB develops a new Living Case Study examining another bank and its most creative ideas. Year after year, your peers rate this as one of the most insightful aspects of the program, bar none — and it’s made available to you by SWGSB, exclusively.

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