



# Mastering Leadership *and* Taking Charge at the SMU Graduate School of Banking.

What makes the Southwestern Graduate School of Banking (SWGGSB) at SMU first among equals is its dynamic, interactive format. From the moment you arrive on campus, you are a full participant in the whole educational experience — at the very center of the action. “SWGGSB is unique — and the concept so compelling” is the constant refrain. Small class sizes allow you to bond with all of your classmates, not just a few. 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.

From essential core elements to the latest management strategies, SWGGSB is a true collaborative style of learning. Empowering you to gain complete mastery of leadership, this sure-fire approach is transformative, hands-on executive education. And only SWGGSB delivers it.

**61<sup>ST</sup> ANNUAL SESSION**

Dallas, Texas

**May 28 - June 7, 2018**



**SWGGSB**  
SW Graduate School of  
Banking Foundation



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**\$4,495** – inclusive of tuition, room and board,  
all digital materials, and nonrefundable  
\$250 registration fee.

Cancellation policy is outlined in the online  
registration application.

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SWGSB is registered with the National Association of State Boards

of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [learningmarket.org](http://learningmarket.org).

SMU and SWGSB do not discriminate on the basis of race, color; national or ethnic origin, sex, age, or disability.

“The combination of knowledgeable, engaging instructors, Living Case Studies, and BankCEO provided an experience unmatched by anything else in my banking career. By far the most important resource you leave with from SWGSB is a network of highly effective leaders in your industry. This school is essential for anyone desiring to hold an executive-level management position within their organization.”

**Jonathan C. Holmes**  
Vice President, The Valley State Bank

# The 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. Classes are held at the renowned SMU Cox School of Business, which Bloomberg Businessweek ranks among America’s finest. From SWGSB’s proprietary online bank simulation — BankCEO — to its one-of-a-kind Living Case Study, this is leadership education at the corporate level. The results are impressive, catapulting many to the pinnacle of their institutions.



## The SWGSB Experience means:

- A curriculum tailored to areas of specialization through a variety of electives
- 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 and career advancement

All programs are considered industry updates and are conducted in group-live format. Completion of a pre-session assignment is required. The recommended prerequisite for attending SWGSB is three to five years’ experience in the financial services industry, a regulatory agency, or a business or agency affiliated with the financial services industry.

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“ Having SWGSB as part of my educational career has meant more than I ever thought it would. The lessons learned in the group settings — from the case studies and the BankCEO to the friends I still stay in touch with years later — have added to the foundation that has allowed me to grow both professionally and personally. I can’t imagine not having this experience to better prepare me to be a first-class banker, especially in today’s ever-changing environment! ”

**Maureen Carollo** | *Senior Vice President, Great Plains National Bank*

# Leadership *and* Development Experience

Tailored to meet the needs of the next generation of community bank leaders, SWGSB is first and foremost a leadership and development experience that prepares you for the greater responsibilities of taking charge. Using a distinctive blend of classroom instruction, group assignments, case studies, team-building experiences, and intersession assignments, you not only become proficient in key managerial areas, but you also build greater confidence in your own leadership skills. The carefully crafted curriculum is presented using three integrated nine-day resident sessions.

## Peak Performance



## 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. Here you will be led by world-renowned instructors and *New York Times* bestselling authors on the art of leadership. 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
- C-Suite Panel of Experts
- 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!

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**For more information,**  
visit our website [swgsb.org](http://swgsb.org)  
or call us: (214) 768-2991

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# Learning Experience

## BankCEO

BankCEO is SWGSB's own bank simulation technology. Developed by SWGSB for the exclusive use of SWGSB participants, this custom learning microcosm provides a vastly superior approach to acquire knowledge of the total bank. SWGSB has modernized the bank simulation experience to meet the digital age — making it truly reflect the real world of banking. With interactive screens, test runs, instant results, and displays that compare teams using various criteria and statistics, BankCEO offers participants unparalleled insights. The result 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 revolutionizes the bank simulation, further allowing you to interact and learn from your peers, in or out of the classroom!

## The Living Case Study

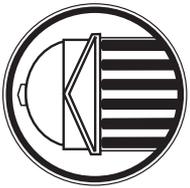
The Living Case Study brings to life what other schools teach just on paper. At SWGSB alone, you will find this highly effective teaching method that is completely guided by your personal input and responses. You have a rare opportunity to analyze and study a real-world bank, propose changes, and interact with its top management. Each year SWGSB develops a new Living Case Study examining another bank and its most creative ideas.

It's a powerful, full-on way to test drive your education, interact and learn firsthand from the bank's senior management, and understand what it takes to lead a financial institution into the 21st century. 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.



“There is not a better banking school in the country than the SW Graduate School of Banking. If you are serious about your career in banking, the SWGSB program will not only improve your current skill set but will also introduce you to what your competitors are doing well.”

**Hazem Ahmed** | *Executive Vice President, Integrity Bank, SSB*



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