Swiss Finance Institute
Master Classes

The Modern Form of Continuing Education in the Financial Sector:
Efficient—Well-Founded—Academically Supported
A New Venture, and a Chance to Be a Pioneer

The Swiss financial sector is undergoing fundamental structural change. As it has done previously in recent Swiss economic history, it must once again renew itself. The main driving forces of this evolution are of a technological, regulatory, and societal nature. The resulting pressure to change is also a great opportunity for all involved and should be approached constructively and without apprehension. This is true also—and even especially—of the training and professional development of skilled workers.

The Swiss financial industry’s most valuable capital is, and shall remain, excellently trained and motivated employees. Much is demanded of these individuals, especially in times of change. New, complex thought models and integrated solutions from financial research influence the professional world and affect almost all job profiles in the financial industry. An enormous flow of new knowledge needs to be acquired, assessed, and absorbed. In this context, the Swiss Finance Institute (SFI) sees itself as a bridge builder: academic findings are systematically combined with professional practice, in close cooperation with SFI’s faculty, from its six Swiss partner universities. But moreover, SFI strives to be an innovative pioneer for modern continuing education and training, and acts accordingly as a spearhead for the Swiss banking sector. SFI has also espoused the “courage to change” that politicians and society as a whole demand of all financial market players, which is why its range of continuing education courses has been resolutely adapted to these new realities. With this in mind, SFI has adopted a far-reaching paradigm shift with regard to the formal design as well as to the content of its learning offerings.

Swiss banks also recognize that the expertise of their labor force—their knowledge capital—represents a decisive factor in their remaining competitive, and they are prepared to adopt a groundbreaking approach in the areas of education and training. They have tasked SFI with developing an innovative and up-to-date training concept that takes into account the high intellectual requirements of the financial industry. In response, SFI has established its so-called Master Classes—short, intensive learning units that are offered free of charge to the employees of the founding institutions. You can find out more about this new venture on the following pages.

Dr. Romeo Cerutti, Chairman of the SFI Foundation Board and General Counsel of Credit Suisse Group AG
Prof. François Degeorge, Managing Director and SFI Senior Chair
The Essentials in a Nutshell

Short, intensive learning units—The individual Master Classes are half-day, afternoon courses. They are short and extremely intensive learning units that require maximum concentration as well as adequate industry seniority from participants.

Content quality and exclusivity based on a solid academic foundation paired with sound knowledge of financial practice. The close links between the Swiss Finance Institute and its six renowned Swiss partner universities, spread across Switzerland’s three main language regions, ensure that knowledge is imparted from the highest level. All leaders of the Master Classes are accredited SFI professors with a broad academic foundation. These faculty members count among the best in their fields.

A novelty: free course attendance—All learning modules are offered free of charge to employees of the SFI founding institutions (namely, employees of companies affiliated with the Swiss Bankers Association). Participant numbers are, however, limited, and admission is subject to strict conditions.
Knowledge Exchange for Modern Times

The world of work is changing rapidly, and so are the demands placed on professionals. This is particularly true in the financial industry. In SFI, a national competence center has established itself in Switzerland and now ranks among the leading global institutions in the field of financial research. At the same time, new findings in financial research are gaining in relevance with growing frequency. They are the basis for competitiveness and thus for the prosperity of the entire financial sector. To ensure that this new knowledge is promptly incorporated into professional practice via continuing education, SFI has established Master Classes on behalf of its founding members and in partnership with the industry portal finews.ch. The aim is to efficiently and promptly disseminate the latest research findings and thought leadership in finance—based on the current state of modern financial research—in a condensed form via focused learning units. Depending on the individual expertise of the participants and based on a modular principle, the learning units can be completed selectively and according to each participant’s own training needs.

Each focal topic is designed and led by an experienced SFI Professor. This ensures that the learning units are always based on the current state of financial research and thus also meet high academic quality standards. Particularly noteworthy is the fact that all lecturers actively contribute their expert knowledge from various disciplines. As a general principle, basic financial concepts are not taught in the Master Classes, their mastery instead—to a certain degree—being expected of participants.

Dr. Silvia Helbling
Head of Knowledge Exchange and Education
The Master Classes at a Glance

Methodology
Analytical knowledge and the ability to think and act in a networked manner are decisive professional success factors in today’s world. Currently, conventional knowledge transfer only meets the needs of employees to a limited extent. The world of work is changing at an accelerating pace and continuing education courses must be made more efficient and much more flexible so that they can keep pace with professional practice and the demands placed on skilled workers. On the one hand, this requires—content-wise—a focus on analytical competencies that allow professionals to understand a wide variety of industry developments and to network the knowledge gained. On the other hand, the gain in knowledge must be efficient and concentrated – longer absences from work due to professional development training are no longer deemed appropriate and are generally quite unproductive. The SFI Master Classes fully take into account these circumstances, without of course compromising on quality. On the contrary, the modular principle allows the greatest possible flexibility both in the design of current learning content and in participants’ acquisition of this content. As a rule, traditional basic knowledge is not taught in the Master Classes. The focus is on a combination of practical and academic expert knowledge, which in turn requires participants to have a high level of seniority and corresponding management experience.

Participants and Admission
The individual Master Classes are aimed at a circle of a maximum of 50 experienced specialists and managers from the financial industry, and especially from the banking world. The requirements profile for participants has been defined as follows, in cooperation with our partner universities:

• at least 10 years of professional experience in the financial industry; management experience advantageous
• very good analytical skills
• ability to think in a networked and interdisciplinary manner
• university background or corresponding professional qualifications

Certification
Each participation in a Master Class is confirmed by a certificate issued by the Swiss Finance Institute. A series of Master Classes is offered on selected topics, participation in which is confirmed by a diploma from the Swiss Finance Institute.
Fees
The Master Classes are offered free of charge to employees of companies affiliated with the Swiss Bankers Association (SBA).

Participants from non-SBA affiliated institutions are charged a flat-rate fee of CHF 950 per Master Class.

Please note that the number of participants per Master Class is limited. We thus reserve the right to register unexcused absences or short-term cancellations, or to exclude the participants concerned from further Master Classes for a period of 12 months.

Partnership with finews.ch
This partnership, with the industry's leading Swiss portal for financial news, is based on the idea that knowledge imparted through SFI should be made available in a condensed form to the entire financial community.

Special Series of Events for Canton Schwyz
In addition to the regular Master Classes, we offer a special Master Classes series in close cooperation with the Office for Economy Canton Schwyz, focusing on the local financial industry. In addition to employees of the SFI founding institutions, this special series is also open free of charge to all employees of companies from the financial industry domiciled in the Canton of Schwyz.

Canton Schwyz is home to various regional and national banks and has attracted a considerable number of asset managers, private equity companies, hedge funds, family offices, and specialized financial service providers to the region around Pfäffikon SZ. The financial industry is an important sector in Canton Schwyz, and its companies have come to play a significant role in Zurich’s financial center.
The SFI Master Classes are unique in that they combine the state-of-the-art expertise in finance of six renowned Swiss universities with thought leadership from the finance industry. SFI Professor Erwan Morellec (EPFL) is responsible for the challenging task of bringing together current, relevant topics for the market with the expertise of the SFI faculty.

The development of the Master Classes in individual thematic directions requires unique knowledge of current research in finance and of industry needs. As a world-renowned expert in finance, SFI Professor Morellec has designed, with the help of an industry-based sounding board, a program of market-relevant topics for the Master Classes that perfectly leverages the expertise of the SFI faculty. This program will challenge existing frameworks and practices and give participants an in-depth understanding of the major trends in finance today.
# The SFI Expertise Matrix

## Legend

<table>
<thead>
<tr>
<th>Level of SFI Faculty Expertise</th>
<th>Financial Markets</th>
<th>Portfolio Management and Asset Classes</th>
<th>Financial Institutions</th>
<th>Corporate Finance and Governance</th>
<th>Frontier Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Relevance</td>
<td>Financial Markets</td>
<td>Portfolio Management and Asset Classes</td>
<td>Financial Institutions</td>
<td>Corporate Finance and Governance</td>
<td>Frontier Topics</td>
</tr>
<tr>
<td>Medium Relevance</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minor Relevance</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

## Relevance for Activity Areas

<table>
<thead>
<tr>
<th>Core Activities</th>
<th>Supportive Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Banking</td>
<td>Corporate Banking</td>
</tr>
<tr>
<td>Corporate Banking</td>
<td>Asset Management</td>
</tr>
<tr>
<td>Asset Management</td>
<td>Investment Banking</td>
</tr>
<tr>
<td>Investment Banking</td>
<td>Insurance and Reinsurance</td>
</tr>
<tr>
<td>Insurance and Reinsurance</td>
<td>Corporate Strategy</td>
</tr>
<tr>
<td>Corporate Strategy</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Legal, Regulation, and Tax</td>
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<td>Operations Technology</td>
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<tr>
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<td>Risk Management</td>
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<td>Treasury</td>
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</tbody>
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### Financial Markets
- Central Banks and Monetary Policy
- Financial Crises
- Financial Forecasting
- Information and Market Efficiency
- International Financial Markets and Emerging Markets
- Systemic Risk and Regulation

### Portfolio Management and Asset Classes
- Asset Pricing
- Behavioral Finance
- Commodities
- Equities
- Fixed Income
- Foreign Exchange
- Options and Other Derivatives
- Personal Finance and Household Choices
- Portfolio Management
- Real Estate

### Financial Institutions
- Banks
- Independent Asset Managers
- Institutional Investors and Funds
- Insurance Companies
- Pension Funds
- Rating Agencies
- Venture Capital and Private Equity

### Corporate Finance and Governance
- Bankruptcy and Liquidation
- Capital Budgeting and Investment Policy
- Corporate Governance and Managerial Compensation
- Financial Risk and Risk Management
- Financial Valuation
- Financing Policy and Capital Structure
- Mergers and Acquisitions

### Frontier Topics
- Big Data and Fintech
- Neurofinance
- Operations Research and Decision Theory
- Sustainable Finance
The most valuable asset of any industry is the expertise of its labor force. For Switzerland to maintain its position as a leading financial center, such expertise must continue to grow throughout the financial marketplace.

Contact us to foster your financial competence, access financial expertise, or stay up to date with the latest finance know-how.

masterclass@sfi.ch
www.sfi.ch/masterclasses
The Swiss Finance Institute (SFI) gratefully acknowledges the precious support of its founding members—the Swiss banking industry, the Swiss Confederation, and its six Swiss partner universities. Without their support, the Swiss Finance Institute would not be able to fulfill its important mandate.
**Swiss Finance Institute**

The Swiss Finance Institute (SFI) is the national center for fundamental research, doctoral training, knowledge exchange, and continuing education in the fields of banking and finance. SFI’s mission is to grow knowledge capital for the Swiss financial marketplace. Created in 2006 as a public–private partnership, SFI is a common initiative of the Swiss finance industry, leading Swiss universities, and the Swiss Confederation.

**finews.ch**

finews.ch is Switzerland’s leading news site for all professionals in the financial sector. The editorial team delivers real-time and constantly-updated news in German and English about the financial industry: breaking news, feature stories, industry developments, opinions plus the latest on people, trends. Its own web-TV-channel offers exclusive interviews with personalities from the financial industry. The audience of finews.ch are about 250,000 professionals working within banks, insurance companies and at asset and fund management firms. It also consists of headhunters, lawyers, trustees, information technology experts, consultants, politicians, and authorities.