

EIF

معهد الإمارات المالي  
Emirates Institute of Finance

2024 الخطة التدريبية السنوية  
Annual Training Plan

## ● About EIF

The Emirates Institute of Finance (EIF), where excellence meets opportunity!

Established in 1983, EIF stands as a beacon of knowledge and expertise in the banking and finance industries. The EIF has emerged as a leading training centre, in the MENA and GCC regions, offering unparalleled educational experiences and comprehensive services.

With a strong commitment to shaping the future of finance, EIF operates from its strategically located campuses at the heart of the United Arab Emirates, in Sharjah, Abu Dhabi, and Dubai. Here, we go beyond traditional learning, providing world-class training and allied services that propel the careers of both aspiring students and seasoned professionals in the industry.

At EIF, we take immense pride in our role as pioneers in promoting Emiratization. Through various impactful initiatives, we have nurtured the careers of countless Emiratis, empowering them to reach new heights in the world of finance. Our dedication to this cause has not only transformed individual lives but has also contributed significantly to the nation's economic growth.

What sets EIF apart is not just our legacy but also the quality of education we offer. Our academic programs are meticulously crafted and accredited by the esteemed Commission for Academic Accreditation (CAA), Ministry of Higher Education and Scientific Research. Graduates of EIF are equipped with knowledge and prepared for success. Many of our alumni have built fulfilling careers in prestigious banks and financial institutions, in the UAE and beyond.



ABU DHABI

DUBAI

SHARJAH



## ● **Vision**

Enabling the next generation of world-class financial services specialists by building capabilities, setting standards, and fostering innovation in the sector.



## ● **Mission**

To empower the finance industry with a world-class talent development ecosystem, fostering innovation, driving Emiratization, and upholding the highest standards through targeted training, accreditation, and cutting-edge AI-powered solutions.



## ● **Values**

- Empowerment
- Excellence
- Innovation
- Leadership
- Emiratization
- Collaboration
- Sustainability
- Integrity



## ● **Objectives**

- Elevate competency of the finance professionals.
- Achieve national Emiratization targets within finance industry.
- Become regional benchmark and world class institute.
- Become the innovation hub for the finance industry.





**H.E Khaled Mohamed Balama**  
Governor - Central Bank of UAE  
Chairman - EIF

## ● **A Message from the Chairman**

---

The Emirates Institute of Finance (EIF) stands as a pioneer of innovation in the United Arab Emirates' financial sector, dedicated to empowering cadres within the banking and insurance industries. Focused on nurturing Emirati talent, EIF plays a pivotal role in enhancing skills and expertise, shaping future leaders in this strategic field. By fostering strong global partnerships, EIF delivers cutting-edge training programs, equipping participants with the latest financial knowledge and international certifications. Our commitment to continuous development is reflected in our tailored training initiatives, ensuring adaptability in the face of evolving digital technologies.

The successes of EIF's programs demonstrate our trainees' ability to grasp challenges and envision a future that positions them as valuable contributors to sectoral growth. As we move forward into 2024, our training plan aligns with global sectoral expansion, offering a holistic perspective rooted in international standards. Moreover, our initiatives are strategically designed to cultivate the next generation of UAE national leaders within banks, insurance companies, and other financial institutions. At EIF, we are shaping a cadre of professionals poised to drive the UAE's financial industry to new heights by offering the 2024 training plan that goes in line with the global growth of the relevant sectors and provides a comprehensive view of the international standards applied by the financial sector worldwide."

**H.E. Khaled Mohamed Balama**  
Governor - Central Bank of UAE  
Chairman EIF





**Noura Alblooshi**  
General Manager - EIF

## ● **A Message from the General Manager**

---

"It is with great pleasure that I unveil the Emirates Institute of Finance (EIF) learning solutions for the year 2024, centred around the theme of "Enabling Your Vision." I extend our heartfelt gratitude to the banking and finance sectors for their unwavering support and collaboration, which has enabled us to achieve remarkable milestones over the years. This collaborative effort stands as a testament to the visionary leadership and strategic foresight of our nation, coupled with our agility and dedication to nurturing future-ready talents in the UAE's banking and finance sectors.

In response to the evolving business landscape in the UAE and the region, characterized by changing dynamics and the demand for new skills and competencies, EIF has crafted a structured learning solutions program for 2024. This program aligns with the essential skills required by the future workforce in banking and finance sectors, with a strong focus on digital capabilities, artificial intelligence, blockchain, robotic process automation, and other cutting-edge technologies.

Our 2024 learning solutions are precisely designed to align with the national vision of cultivating a pool of high-quality Emirati talents that is well-equipped to address the challenges of the future. With a strong emphasis on skilling, upskilling, and reskilling Emirati talents within the UAE's finance sector, these initiatives are in harmony with the 'Projects of the 50' initiatives aimed at accelerating the UAE's development trajectory.

Under our 'Harnessing Human Capital Mission,' our focus remains steadfast on fostering a robust national economy in line with the highest international standards. As part of this initiative, we have set a goal to create 5000 new jobs in the private sector by 2026, thereby enhancing the diversity and growth of the banking and insurance sectors and bolstering the UAE's economic competitiveness.

To realize our objective of creating competency-driven qualifications tailored to the needs of the UAE's banking and financial sector, EIF will conduct a total of 1,000 sessions (393 courses), comprising 700 classroom sessions and 300 virtual interactive live training (VILT) sessions. These sessions will be distributed across various locations, with 400 sessions in Dubai, 150 in Abu Dhabi, and 150 in Sharjah.

Our 2024 learning plan encompasses comprehensive programs focused on new future skills, responsible banking, advanced technology, and sustainability. These programs have been carefully developed in close collaboration with industry stakeholders to comprehensively address the sectors' evolving needs and demands. We are deeply grateful for the support and collaboration of the Central Bank of the UAE, the Ministry of Human Resources and Emiratisation, and our partner banks and financial institutions, who have played a pivotal role in developing the UAE's national talent in the financial sector.

I urge the industry to actively participate in this transformative journey. Let us work together to develop a talent pool of banking and financial experts who are agile, future-ready, and well-equipped to navigate the challenges posed by the evolving business landscape."

**Noura Alblooshi**  
General Manager - EIF



**Sultan Al Mahmood**  
Chief Human Resources Officer  
Commercial Bank of Dubai

- **What Chief Human Resources Officers of World-class banks and financial institutions say about us?**

---

"The United Arab Emirates today has done a great effort in providing various opportunities across all the Emirates and this is something that we are really happy to collaborate with especially when it comes under the sponsorship of EIF and the Central Bank."

**Sultan Al Mahmood**  
Chief Human Resources Officer  
Commercial Bank of Dubai



**Hamda Al Shamali**  
Senior Executive Vice President,  
Chief People & Intellectual Capital Officer  
Mashreq Group

- **Chief People & Intellectual Capital Officer**

---

“There are plenty of opportunities given to the Emirati talents in the UAE and these opportunities should not be missed, especially for young talents who are driven by their career aspirations. They want to achieve fast career growth and fulfill their aspirations to lead the banking industry and to be entrepreneurs as well. On top of the platforms that help these young people to achieve their aspirations is the EIF’s Ethraa platform.”

**Hamda Al Shamali**

Senior Executive Vice President, Chief People & Intellectual Capital Officer  
Mashreq Group



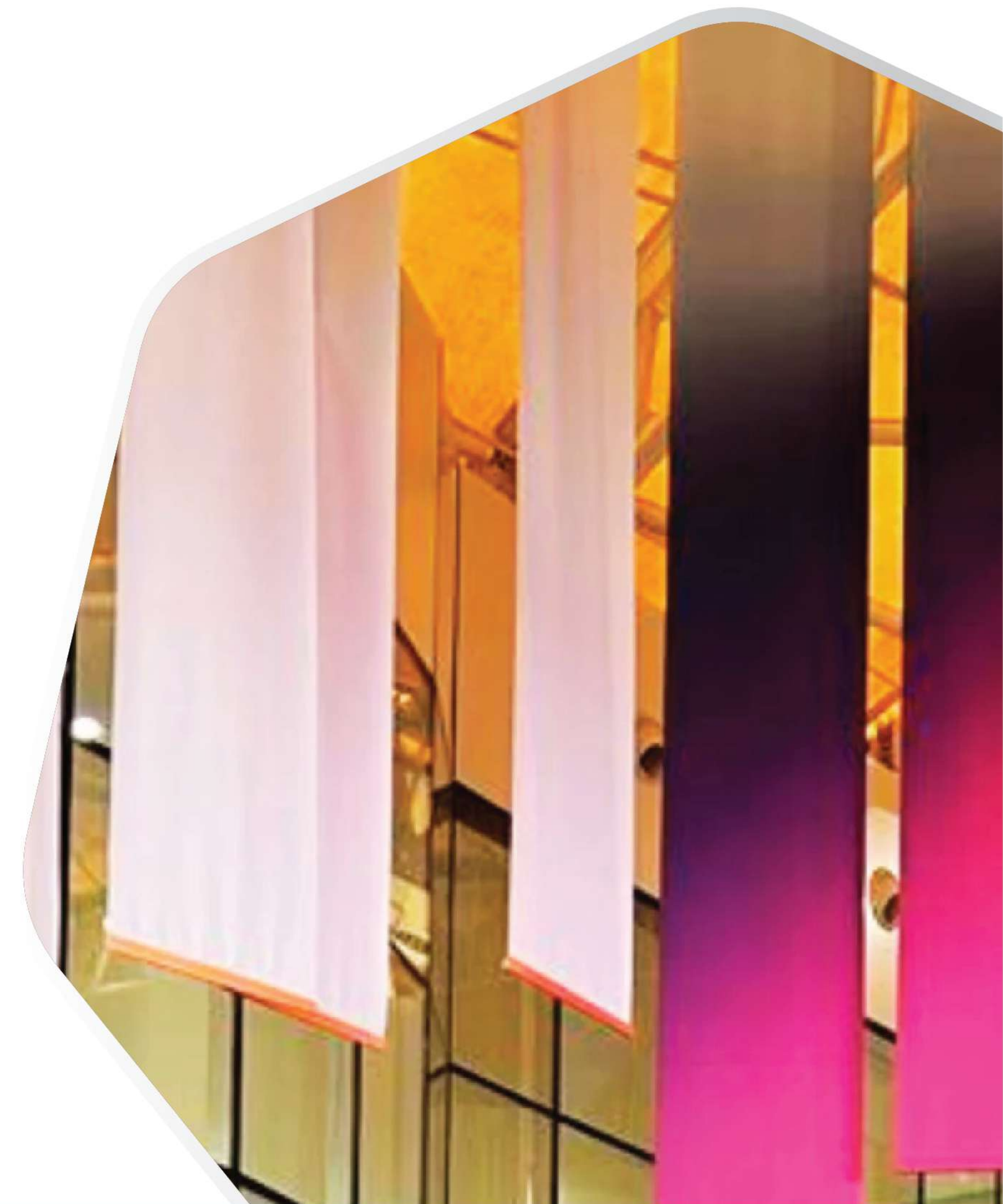


# Emirates Institute of Finance Annual Training Plan 2024

## Corporate and Commercial Banking



Identifying Business Opportunities From Financial Statement	Intermediate
Fraud & AML Red Flags For Relationship Managers	Specialization
Treasury Solutions For Relationship Managers	Specialization
Real Estate & Contracting Finance	Specialization
Syndicated Loans	Specialization
Cash Management And Transaction Banking	Specialization
Project Financing	Masterclass
SME Lending	Intermediate
Supply Chain Finance	Specialization
Corporate Finance	Intermediate
Corporate Banking Credit Products	Intermediate
Corporate Banking Non-Credit Products	Intermediate
Business Ethics (New Course)	Foundation
Lending Deal Structuring and Decision - Making Strategy (New Course)	Intermediate
Certificate in Relationship Management (LIBF)	Professional Certification
CFA ESG Investment	Professional Certification
CBI Climate Risk Financing	Professional Certification
GARP Sustainability & Climate Risk	Professional Certification





# EIF INTERNATIONAL CERTIFICATE IN CORPORATE RELATIONSHIP MANAGEMENT



Corporate Banking Relationship Management Pathway	Level
Understanding Income Statement, Balance Sheet And Financial Ratios	Level 1
Identifying Business Opportunities From Financial Statement	Level 1
Negotiation Skills	Level 1
Art Of Cross Selling	Level 1
Fraud & AML Red Flags For Relationship Managers	Level 1
Trade Finance Primer	Level 1
Treasury Solutions For Relationship Managers	Level 2
Cash Management And Transaction Banking	Level 2
Business Ethics In Corporate Banking	Level 2
(Ethics & Sustainable Finance Practices)	
RAROC	Level 2
Supply Chain Finance	Level 2
Lending Deal Structuring & Decision-Making Strategy	Level 2
Industry Connect/Workshop	



Program Name	Level
Principles of Responsible Banking	Foundation
Green & Sustainable Finance: Markets & Instruments	Foundation
Sustainable Banking Solutions for Clients & Customers	Foundation
Ethics and Sustainability in Finance	Foundation
Net Zero & GreenWashing (New Course)	Intermediate
ESG Impact Investing	Intermediate
Climate Change Management (New Course)	Intermediate
ClimateTech Finance (New Course)	Intermediate
Responsible Banking for Board Members & Executives (New Course)	Specialization
Ethics and Sustainability in Banking	Foundation
Green, Social & Sustainable Bond principles	Foundation
ESG Analysis, Valuation, and Integration	Intermediate





# Certificate in Responsible Banking (New Pathway)



Certificate in Responsible Banking (New Pathway)	Level
Principles of Responsible Banking (New Course)	Level 1
Green & Sustainable Finance: Markets & Instruments	Level 1
Sustainable Banking Solutions for Clients & Customers (New Course)	Level 1
Ethics and Sustainability in Finance (New Course)	Level 1
Net Zero & GreenWashing (New Course)	Level 2
ESG Impact Investing	Level 2
Climate Change Management (New Course)	Level 2
ClimateTech Finance (New Course)	Level 2
Responsible Banking for Board Members & Executives (New Course)	Level 2





# Trade Finance

Program Name	Level
Bank Guarantees	Intermediate
Trade Finance Primer	Intermediate
Trade Finance Documents Examination (ISBP) Masterclass	Masterclass
Incoterms	Masterclass
Trade Finance - Masterclass	Masterclass
Supply Chain Finance	Specialization
Trade Based Financial Crimes	Specialization
Documentary Collections	Intermediate
Sustainable Trade Finance And Ethics	Intermediate
Islamic Corporate Working Capital And Trade Products	Intermediate
LIBF- Certificate in International Trade and Finance (CITF)	Intermediate
LIBF -Certified Documentary Credit Specialist (CDCS)	Specialization
LIBF- Certified Specialist in Demand Guarantees (CSDG)	Specialization





# International Certificate in Trade Finance

International Certificate in Trade Finance	Level
Trade Finance Primer	Level 1
Islamic Corporate Working Capital And Trade Products	Level 1
Incoterms	Level 1
Documentary Collections	Level 1
Sustainable Trade Finance and Ethics	Level 1
Bank Guarantees	Level 2
Trade Finance Masterclass	Level 2
Trade Finance Documents Examination (ISBP)	Level 2
Supply Chain Finance	Level 2
Trade based Financial Crimes	Level 2
Industry Connect/Workshop/Interaction	





# Treasury, Investment and Wealth Management

Program Name	Level
Time Value of Money	Foundation
Treasury Insights for Non-Treasury Staff	Foundation
Asset & Liabilities Management Primer	Foundation
Treasury Operations	Foundation
Foreign Exchange Primer	Intermediate
Money Markets	Intermediate
Technical Analysis	Intermediate
Debt Capital Markets (DCM) & Fixed Income	Intermediate
Investment Asset Classes & Vehicles	Intermediate
Portfolio Creation & Asset Allocation	Intermediate
Corporate Finance	Intermediate
Futures Pricing, Margining, and Settlement Process	Intermediate
Credit Derivatives	Intermediate
Derivatives	Specialization
SCA Regulations: An Overview	Specialization
Behavioral Finance	Specialization
Interest Rates Derivatives	Specialization
Treasury solutions for relationship managers	Specialization





# Treasury, Investment and Wealth Management

Exotic Options & Structured Products	Masterclass
Equity Research Masterclass	Masterclass
Treasury & Portfolio Management Bourse Game	Simulation
Simulated Financial Market Experience for Beginners	Simulation
Ethical Foundations for Financial Markets (New Course)	Masterclass
Artificial Intelligence and Financial Markets (New Course)	Simulation
Algorithmic Trading (New Course)	Simulation
Foreign Exchange Primer	Foundation
Time Value for Money Applications	Foundation
Treasury Insights for Non-Treasury Staff	Foundation
Transfer Pricing	Intermediate
Bond Duration & Convexity	Intermediate
Bond Yield	Intermediate
Bond Yield Curves Analysis	Intermediate
Credit Derivatives	Intermediate
Debt Capital Markets (DCM) & Fixed Income	Intermediate
Derivatives	Intermediate
Futures Pricing, Margining, and Settlement Process	Intermediate





# Treasury, Investment and Wealth Management

How to Protect Your Investment Portfolio from a Market Crash - Focused Lecture Series	Intermediate
Industry Regulation	Intermediate
Introduction to Forward Contracts	Intermediate
Introduction to Futures Contracts	Intermediate
Introduction to Option Contracts	Intermediate
Option Pricing	Intermediate
Technical Analysis Series (Technical Analysis & Dow Theory) - Focused Lecture Series	Intermediate
Technical Analysis Series (Types of Charts and Candlestick	Intermediate
Patters) - Focused Lecture Series	Intermediate
Technical Analysis Tools: Part 1	
Types of Bonds	Intermediate
Introduction to Swap Contracts	Intermediate
ACI Dealing Certificate (ACI)	Specialisation
International Certificate in Wealth & Investment	Professional Certification
Management (CISI)	Professional Certification
CFA Level 1 (CFA Institute)	
Retail Investment in the UAE's Capital Markets and	Professional Certification
Technological Advancements	Professional Certification





# INTERNATIONAL CERTIFICATE IN TREASURY MANAGEMENT



INTERNATIONAL CERTIFICATE IN TREASURY MANAGEMENT	Level
Time Value of Money*	Level 1
Treasury Insights for Non-Treasury Staff	Level 1
Asset & Liabilities Management Primer	Level 1
Treasury Operations	Level 1
Foreign Exchange Primer	Level 2
Money Markets	Level 2
Technical Analysis	Level 2
Debt Capital Markets (DCM) & Fixed Income	Level 2
Derivatives	Level 3
SCA Regulation*	Level 3
Treasury & Portfolio Management Bourse Game	Level 3
Exotic Options & Structured Products*	Level 3
Ethical Foundations for Financial Markets*	Level 3





# INTERNATIONAL CERTIFICATE IN WEALTH MANAGEMENT (EICWM)



INTERNATIONAL CERTIFICATE IN WEALTH MANAGEMENT (EICWM)	Level
Time Value of Money*	Level 1
Current Economic Trends*	Level 1
Industry Regulation	Level 1
Understanding Income Statement, Balance Sheet, and Financial Ratios	Level 1
Investment Asset Classes & Vehicles	Level 2
Technical Analysis	Level 2
Financial Planning	Level 2
Portfolio Creation & Asset Allocation	Level 2
Behavioral Finance	Level 3
ESG Impact Investing	Level 3
Treasury & Portfolio Management Bourse Game	Level 3
Equity Research Masterclass	Level 3
Ethical Foundations for Financial Markets*	Level 3





# CREDIT

Program Name	Level
Financial Statement Analysis Primer	Foundation
Cash Flow Statement Analysis	Foundation
Current Economic Trends	Intermediate
Retail Problem Loan Management	Intermediate
Credit Analysis Using Bank Statement	Intermediate
Credit Proposal Writing	Intermediate
Credit Appraisal Methods	Intermediate
Industry and Management Risk Assessment for	Intermediate
Corporate Credit	
Financial Institutions Credit Analysis	Specialization
Risk Adjusted Return on Capital (RAROC)	Specialization
Identifying Red Flags Using Financial Statements	Specialization
Corporate Debt Restructuring	Specialization
Credit Documentation	Specialization
Ethics for Credit Professionals	Specialization





## CREDIT

Moody's Analytics' Certificate in Commercial Credit	Specialization
GICP's Global Credit Certificate	Specialization
Balance Sheet Analysis	Intermediate
Exposure At Default & Loan Given Default	Intermediate
Credit Risk Measurement Probability Of Default	Intermediate
Financial Ratios	Intermediate
Income Statement Analysis	Intermediate
Credit Analysis Using Dupont Analysis	Intermediate
Early Warning System For Problem Loans	Intermediate
Understanding Income Statement, Balance Sheet, And Financial Ratios	Intermediate
Cash Flow Statement Analysis	Foundation





## Fitch Credit Certification

Credit Analysis	Level
Financial Statement Analysis Primer	1
Cash Flow Statement Analysis	1
Early Warning Indicators for Problem Loan	1
Industry Connect	
Identifying Red Flags Using Financial Statements	2
Credit Appraisal Methods	2
Credit Documentation	2
Credit Risk Management	2
Corporate Debt Restructuring	2
IFRS - 9 for Credit professionals	2
Industry and Management Risk Assessment for Corporate Credit	2
Industry Connect	





# Finance and Accounting

Program Name	Level
Accounting for Non-Accountants	Foundation
IFRS - 9 for Credit Professionals	Specialization
IFRS - 15 Revenue from Contracts	Specialization
IFRS - 16 Leases	Specialization
Financial Planning and Analysis	Intermediate
Budgeting and Cost Control for Managers	Intermediate
Value Added Tax	Intermediate
UAE Corporate Tax Law	Intermediate
IFRS Masterclass	Masterclass
Ethics in Accounting	Intermediate
ACCA Diploma in International Financial Reporting	Specialization
ACCA UAE Tax and Regulation Certificate	Specialization





## Data Analytics

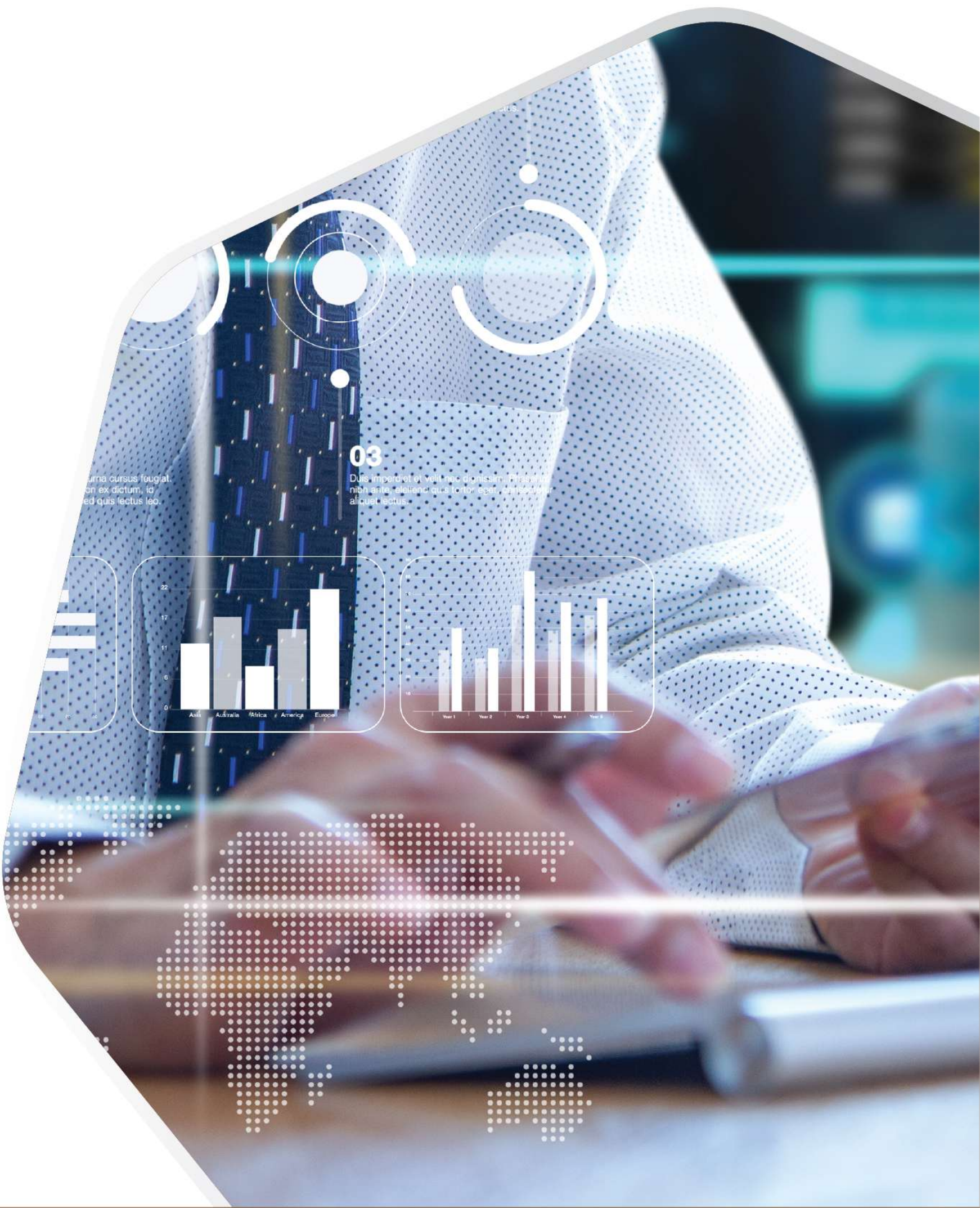
Program Name	Level
Data Consolidation & Analysis Using Excel	Foundation
Statistical Analysis Using Excel	Intermediate
Dashboard Creation Using Excel	Intermediate
Introduction To Sales Analytics	Specialization
Introduction To Fraud Analytics	Specialization
Analytics Using Python	Masterclass
SQL Primer For Data Analysis	Specialization
Data Visualization Using Power BI	Intermediate
Analytics Using R	Specialization
Data Storytelling And Decision Making For Managers	Intermediate
Financial Modelling Using Excel	Specialization
Excel Primer	Foundation
Data Driven Decision Making	Foundation
Dashboard Using Tableau Public	Specialization
Presenting Data Effectively Using Pivot Table And Charts	Foundation
Beginner's Guide In Using Excel	Foundation
Effective Data Presentation Using Charts	Intermediate
Beginners Guide On Power BI For Visualization	Intermediate





# Data Analytics

Beginners Guide On Statistics For Bankers	Foundation
Predictive Analytics Measurements In Excel	Intermediate
Data Cleaning And Organizing Using Excel	Foundation
Advance Chart Options In Excel	Foundation
Basics Of Python	Specialization
Using NumPy In Python	Specialization
Using Pandas In Python	Intermediate
Creating Advance Charts Using Python Part 1	Specialization
Creating Advance Charts Using Python Part 2	Specialization
Fundamentals Of Big Data Analytics (New Course)	Intermediate
Fundamentals Of Cloud Analytics (New Course)	Intermediate
Data Ethics Governance & Security Essentials (New Course)	Intermediate
Statistics For Data Analytics (New Course)	Intermediate
Associate Big Data Analyst	Professional Certification
SBDA	Professional Certification
ABDE	Professional Certification





Program Name	Level
AML Laws, Regulations, and International Guidelines	Specialization
AML for Non-Compliance Staff	Foundation
Sanctions Monitoring	Intermediate
FATCA Rules and Regulations	Specialization
Common Reporting Standard (CRS)	Specialization
General Data Protection Regulation (GDPR) Essentials	Specialization
Effective Compliance Management	Masterclass
KYC & CDD Compliance	Intermediate
Sanctions Compliance standards	Specialization
Transactions Monitoring Foundations	Intermediate
RegTech 101	Intermediate
Trade based Financial Crimes	Specialization
UBO - Ultimate Beneficial Ownership (New Course)	Intermediate
European union directives (New Course)	Specialization
Ultimate Beneficial Ownership (UBO)	Specialization
European union directives	Intermediate
GOAML & STRs	Intermediate
Financial Intelligence Units (FIU)	Intermediate



Politically Exposed Persons (PEPS)	Intermediate
Methods of money laundering	Intermediate
Money laundering red flags	Intermediate
AML Risk-Based approach	Intermediate
Anti - Bribery and Corruption	Foundation
AML & CFT Compliance and Ethics ( New Course)	Intermediate
Targeted Financial Sanctions ( New Course)	Specialization
Combating of Financing of Terrorism ( New Course)	Intermediate
SCA Regulations - An overview	Specialization
CBUAE Consumer Protection for Compliance & Audit	Specialization
CAMS - Certified Anti Money Laundering Specialist	Specialization
CGSS - Certified Global Sanctions Specialist	Specialization
CKYCA - Certified Know Your Customer Associate	Intermediate





# EIF INTERNATIONAL CERTIFICATE IN AML & CFT Compliance (EICAC)



AML & CFT Compliance Pathway - (New Pathway)	Level
KYC & CDD Compliance	Level 1
Politically Exposed Persons (PEPS) ( E-learning)	Level 1
Financial Intelligence Units (FIU) ( E- learning)	Level 1
GOAML & STR ( E- Learning)	Level 1
Transactions Monitoring Foundations	Level 1
Ultimate Beneficial Ownership (UBO) (New Course)	Level 2
European Union Directives (New Course)	Level 2
Combating of Financing of Terrorism ( New Course)	Level 2
Sanctions Monitoring	Level 2
Industry Level Interaction	
AML Laws, Regulations, and International Guidelines	Level 3
Targeted Financial Sanctions ( New Course)	Level 3
Trade based Financial Crimes	Level 3
AML & CFT Compliance and Ethics ( New Course)	Level 3
Industry Level Interaction	



Program Name	Level
Introduction to Islamic Banking	Foundation
Islamic Asset Products	Intermediate
Islamic Liability Products	Intermediate
Card Products in Islamic Banks	Intermediate
Islamic Corporate Working Capital & Trade Product	Intermediate
Islamic Equity & Investment Products	Intermediate
Sukuk	Intermediate
Islamic Derivatives & Hedging Products	Specialization
Islamic Fintech	Specialization
Shari'ah Governance and Codes of Ethics for Islamic Banks	Intermediate
Legal Documentation for Islamic Banking Products and Transactions	Specialization
AAIOFI Accounting Standards	Masterclass
Risk Management in Islamic Banking	Masterclass
Introduction to Islamic Banking	Foundation
Islamic Liability Products	Intermediate
Sukuk	Intermediate
Islamic Banking Investment Products	Intermediate
Murabahah (AAOIFI Shari'ah Standard)	Intermediate



Ijarah (AAOIFI Shari'ah Standard)	Intermediate
Shari'ah Compliance Guidelines for Islamic Products and transactions	Intermediate
Code of Ethics for Islamic Finance Professionals (AAOIFI Guidelines)	Intermediate
Letter of Credit in Islamic Banks	Intermediate
Personal Financing through Commodity Murabaha	Intermediate
Card Products in Islamic Banks	Intermediate
Vehicle Murabahah	Intermediate
AAOIFI & EIF: Certified Islamic Banker	Specialization
Risk Management and Stress Testing for Islamic	Global Masterclass
Financial Institutions EIF-BIBF-ISBD	
Hedging & Liquidity Management in Islamic Banks	Global Masterclass
EIF-Dar al Sharia- IIFM	
Shari'ah Audit and Supervision: EIF-Dar Al Sharia-	Global Masterclass
Commodity Murabahah- Concept and	Simulation Program
Application in Islamic Banks EIF-Dar Al Sharia-DMCC	
AI Application in Islamic Finance	EIF Tech Week
Sustainability and Islamic Finance	EIF Finance Week
Annual Islamic Finance Conclave	Annual Event





# ISLAMIC RETAIL BANKING (Pathway)

ISLAMIC RETAIL BANKING (Pathway)	Level
Introduction to Islamic Banking	Level 1
Murabahah (AAOIFI Shari'ah Standard)	Level 1
Ijarah (AAOIFI Shari'ah Standard)	Level 1
Shari'ah Compliance Guidelines for Islamic	
Products and Transactions	Level 1
Islamic Asset Products	Level 2
Islamic Liability Products	Level 2
Card Products in Islamic Banks	Level 2
Shari'ah Governance and Codes of Ethics for Islamic Banks	Level 2





# Fraud Management

Program Name	Level
Introduction To Financial Crimes	Foundation
Internal Fraud	Intermediate
Identity Crime	Intermediate
Card Fraud Prevention	Intermediate
Cheque Fraud Prevention	Intermediate
How Strong Is Your Password?	Intermediate
Phishing	Intermediate
Malware & Ransomware	Intermediate
SIM Swap	Intermediate
Document Screening And Signature Examination	Specialization
Fraud Investigations	Specialization
Fraud Prevention And Detection Masterclass	Masterclass
Digital Banking Frauds	Foundation
Introduction to Fraud Analytics	Foundation
Fraud Management & Ethics	Intermediate
ACFE - Certified Fraud Examiner	Specialization





# EIF INTERNATIONAL CERTIFICATE IN FRAUD MANAGEMENT (EICFM)



Fraud Management Pathway	Level
Internal Fraud	Level 1
Identity Crime	Level 1
Phishing	Level 1
SIM Swap	Level 1
Malware & Ransomware	Level 1
Cheque Fraud Prevention	Level 1
How Strong is your Password ?	Level 2
Card Fraud Prevention	Level 2
Cyber Security Essentials for All	Level 2
Document Screening and Signature Verification	Level 2
Industry Level Interaction	
Introduction to Fraud Analytics	Level 3
Fraud Prevention and Detection	Level 3
Fraud Investigation	Level 3
Fraud Management and Ethics	Level 3





# Personal Development

Program Name	Level
Stress Management	Foundation
Personal Branding	Foundation
Managing Change & Uncertainty	Foundation
Work Life Balance	Foundation
Diversity & Inclusion	Foundation
Basic Arabic Communication for Non-Native Speakers	Foundation
Mindfulness 101	Foundation
Art of Networking	Foundation
Influence Without Authority	Intermediate
Teamwork and Collaboration	Intermediate
Exploring the Habits of Highly Effective People (New Course)	Foundation
Emotional Intelligence for Professional Success (New Course)	Foundation





## Personal Development

Personal Development Crash Course Day (New Course)	Foundation
Working from Home: Tips and Tricks	Intermediate
Staying Positive During Disruptive Times	Intermediate
Overcoming Procrastination	Intermediate
English Punctuation	Intermediate
Creating Goodwill with Emails	Intermediate
The Happy Life	Foundation
Productive Presentations	Intermediate
Introduction to Mindfulness	Intermediate
Business Etiquette	Foundation
Managing Stress at the Workplace	Foundation
Getting Most Out of Your 24 Hours	Foundation



Program Name	Level
Basics of Business Process Management	Foundation
Business Process Re-engineering	Intermediate
Learn Six Sigma	Specialization
Seven Tools of Quality	Intermediate
Managing Change in Business Processes	Intermediate
RCA and Complaint Management	Intermediate
Agile 101	Intermediate
Agile Project Management	Specialization
Kanban	Intermediate
Design Thinking Essentials	Intermediate
Lean Principles	Foundation
Data Analytics for Quality Improvement	Intermediate
Process Map and Process Calculations	Foundation
Histogram	Foundation
Pareto Chart	Foundation
Control Chart	Foundation
Hypothesis Testing	Foundation
Basics of Quality	Foundation



Program Name	Level
Introduction to Banking - A New Joiners Perspective	Foundation
Retail Banking Products	Intermediate
Retail Banking Operations	Intermediate
Banking Practice and Law for Retail Banking	Specialization
Fraud and AML for Customer Facing Employees	Intermediate
The Art of Cross Selling	Intermediate
Customer Experience	Intermediate
Customer Journey Mapping	Specialization
Effective Selling Techniques	Specialization
Powerful telesales Skills	Foundation
Closing Skills	Intermediate
EIF HKIB - Certified Banking Operations	Foundations
EIF - CBI Islamic Retail Banking Pathway	Foundations





## Sales, Marketing, and Customer Experience

Program Name	Level
Closing Skills	Intermediate
Key Account Management	Intermediate
Powerful Telesales Skills	Foundation
Social Media & Digital Marketing	Foundation
Social Media & Digital Marketing (Practitioner's Track)	Specialization
Effective Selling Techniques	Foundation
Negotiation Skills	Foundation
Business Etiquette	Foundation
Handling Objections	Intermediate
Sales Audit	Specialization
Art of Cross Selling	Intermediate
Sales Prospecting (New Course)	Intermediate
Lead Generation (New Course)	Intermediate
Responsible Sales Practices (New Course)	Foundation
CBUAE Consumer Protection for Sales	Intermediate
Customer Service Games	Intermediate
Customer Service on Social Media	Foundation
Customer Experience	Intermediate
Customer Journey Mapping	Intermediate
Effective Customer Conflict Management	Foundational





**Sheikh Mansour bin Zayed Al Nahyan**  
Deputy Prime Minister,  
Minister of Presidential Affairs and Chairman

## ● **Emirates Institute of Finance Ethraa Initiative**

---

The ETHRAA Financial Program was launched in 2022 under the generous directives of His Highness Sheikh Mansour bin Zayed Al Nahyan – Deputy Prime Minister, Minister of Presidential Affairs and Chairman of the Board of Directors of the UAE Central Bank.

The ETHRAA Financial Program stipulates that the Central Bank of the UAE adopts the principles of nurturing a generation of national expertise capable of leading business sectors in the future by ensuring the provision of a suitable and stable work environment that contributes to enhancing their competitiveness and productivity.

The Emirates Institute of Finance (EIF) is working on implementing plans to attract and prepare national competencies to work in the UAE's financial sector and integrate them within it, so that they have a role in strengthening the national economy and achieving a qualitative development shift in the Emirates, in order to achieve the ten principles on which the state's vision for the next 50 years is based.

### Vision

To be the first platform to recruit and qualify UAE nationals to occupy important and leadership roles in the financial sector in the country, which include banks, finance, insurance and exchange companies, and financial technology companies.

### Objectives

Employ and train 5,000 male and female citizens to occupy key leadership roles in the financial sectors by 2026.

Qualifying a generation of national expertise capable of leading the business sectors during the next five years.

Strengthening the national economy and achieving a qualitative development shift in the national economy by 2026.



# Ethraa Program22 Specialised Banking and Financial Pathways

Ethraa’ program is designed to offer pathways aim to qualify UAE nationals in essential specializations such as FinTech, programming, finance and accounting, cybersecurity, compliance, data engineering, data analytics, auditing, IT infrastructure, HR, product management, investment, underwriting and claims management, and project management.



Audit Pathway	
Claims Pathway	
Compliance Pathway	
Corporate Relationship Management	
Credit Pathway	
Cybersecurity Pathway	
Data Analysis	
Finance Accounting Pathway	
Fintech Digital Transformation	
Human Capital Pathway	
Investment Pathway	
IT Infrastructure & Network Pathway	
Procurement Pathway	
Product Management	
Project Management	
Risk Management	
SME & Corporate	
Software Programming Pathway	
Trade Finance Pathway	
Treasury Pathway	
Underwriting Pathway	
Wealth Management Pathway	





## Our Partners



FitchLearning

MOODY'S  
ANALYTICS



CIPD



EC-Council



WILEY | EDGE



(ISC)<sup>2</sup>

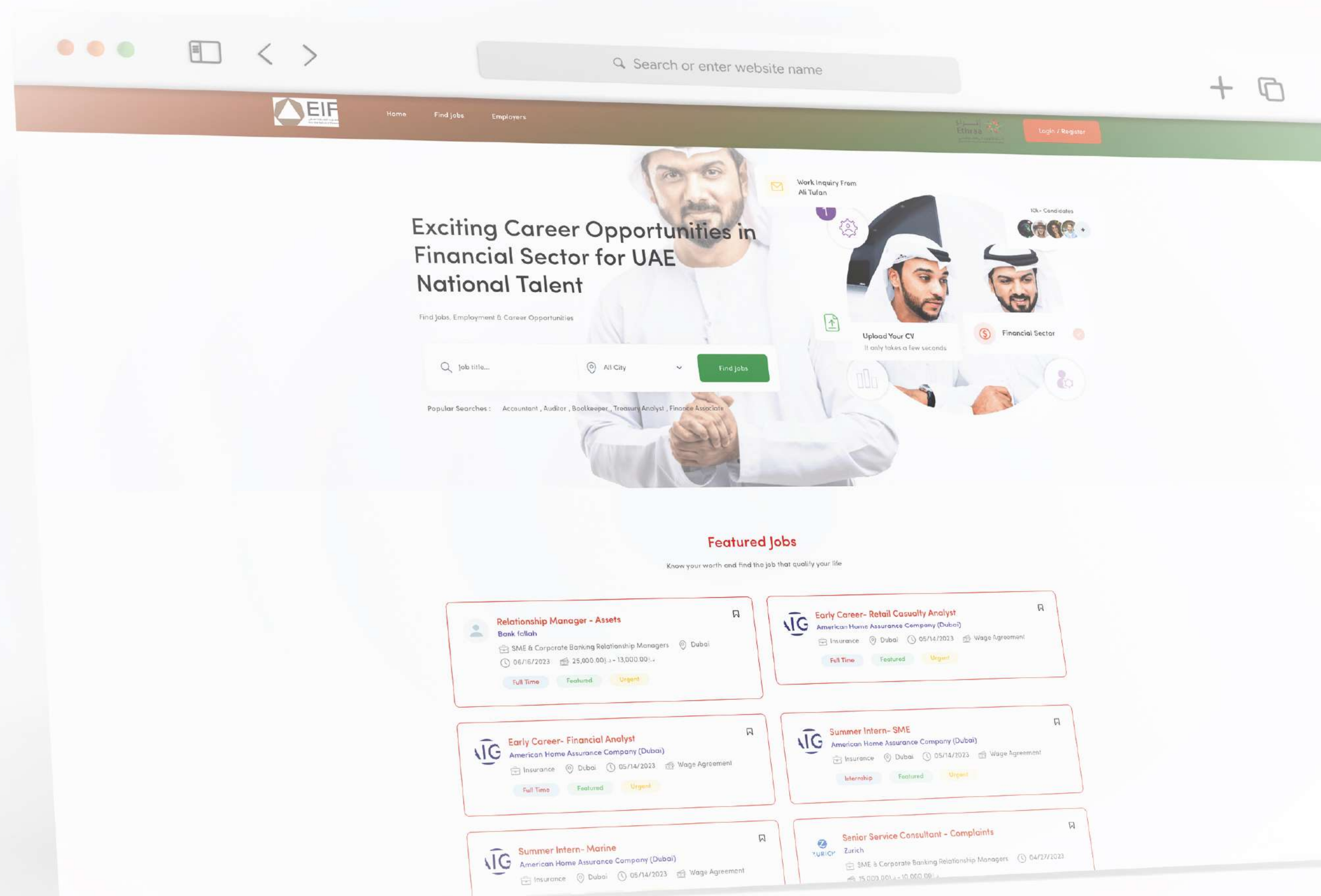
Chartered  
Banker

ORACLE





# Ethraa Recruitment Platform



<https://ethraa.eibfs.ae/>

Ethraa Recruitment Platform is dedicated to connecting talented individuals with esteemed financial organizations, fostering growth, and empowering the future leaders of the UAE. Join us on this journey and unlock a world of possibilities in the dynamic realm of finance.



## Ethraa Application

Ethraa is a continuous capability building / professional development platform that creates business impact by bridging the gap between learning and working.

Ethraa packs 3 holistic themes that change the learning and performance culture of your organization:

- 1) Marketplace of Enterprise Learning Experiences: Ethraa brings together all learning experiences, from traditional ones like classroom / instruction-led training, modern ones like live instructor-led training to new-age experiences like micro-learning and MOOC-based learning in a single unified platform, providing integrated analytics across all of them.
- 2) Employee Engagement: Ethraa keeps employees not only skilled and knowledgeable but also engaged through social engagement and social learning tools like enterprise chat and knowledge forums, which not only help employees stay connected but also act as channels for intelligent / contextual learning recommendations.
- 3) Team management for capability building: Ethraa goes the last mile in capability building by equipping managers with data and analytics of learning progress and learning performance of their subordinates and correlating them with business performance (through integration with business systems). Further, through the engagement tools, managers can micro-appraise subordinates and provide capability building feedback on daily basis.





## Emirates Institute of Finance International Certifications **LEADERSHIP DEVELOPMENT PROGRAMME**

---

STRATEGIC LEADERSHIP IN THE ERA OF DISRUPTION:  
DEVELOPING FUTURE-READY LEADERS

EIF has partnered with Saïd Business School, University of Oxford to design a two-week executive development programme for outstanding managers from the Gulf region. The Leadership Development programme faculty team has created an impactful programme based on action-oriented experiences and participant-centric classroom discussions.




You can be a born-nature leader, you can have certain skillsets, you can have certain characteristics but every person has a room to learn and grow and if we don't capitalize on these opportunities like that one we have with the one with the LDP that we have received you'll really feel that you stagnate at a certain point of your career. The LDP has helped me to lead as a person and as a professional."

**Fatima Galadari**  
Investment Banking Vice President  
HSBC Bank Middle East Limited


The Emirates Institute of Finance (EIF), the leading independent training institute offering world-class education, training, and allied services in banking and finance, has partnered with Oxford University, Saïd Business School, and MIT to introduce the groundbreaking Future Tech Leaders Programme.

The programme aims to nurture and develop the next generation of technology leaders in the UAE, making a significant impact in bridging the talent gap and offering specialized training. This initiative further strengthens the UAE's position as a global hub for technological innovation in finance, contributing to the growth and advancement of the Fintech industry.




**Marwan Ali Alnaqbi**  
Treasury - Head of Sales & Structuring Emirates Islamic

Leadership in the Era of Disruption is one of those courses that changed your mindset and the way you think whenever you are encountering any obstacles. We have seen this year how the pandemic affected almost all organizations in the economy, those who were agile managed to survive and those who couldn't change the way they operate suffered major economic losses. Moving towards digitalization and having a strong I.T. infrastructure have been key factors of success for the banking industry during these times. Today, we are continuously thinking of how to eliminate manual processes and shifting towards further automation.



**Reem Al Banna**  
Chief Risk Officer - HSBC


The accelerated pace of technology change poses challenges, but also huge opportunities for those prepared to lead and help companies to build back better. Through this course, Leadership in the Era of Disruption, we discussed how to identify and capitalize on exponential market disruption. We learned tools and frameworks for diagnosing a company's readiness to respond to disruption, as well as how to reframe our perspectives, thinking, and core assumptions.



**Najli Al Qahtani**  
Head of distribution RAK Bank

This programme equipped me with the knowledge and skills in leadership and provided a platform for me to advance in my career. The training emphasizes the core qualities of leadership and elevates people's way of thinking from level to higher. Those quality improvements will enable me to expand my career to a higher level.

I definitely endorse anyone who'd like to increase their future potentials to participate & I am glad that I joined this honorable programme and I will recommend this programme to my colleagues where possible.



**Saif Al Alkeem**  
Head of Priority Banking, Wealth Management and Liabilities - ADIB

With the movement restrictions in the beginning of the crisis, the value of our digital transformation journey was more apparent than ever and we encouraged our customers to use our state-of-the-art digital banking platform to conduct their daily banking activities. My other objective was to remain responsive to customers-changing needs and offer them some relief and support measures in line with the UAE government and Central Bank directions to ensure that our clients have the liquidity they require to continue operating in exceptional circumstances. In addition to that, I was responsible as a leader to ensure the safety and wellbeing of my employees and help them adapt to the new operating environment while ensuring their commitment and dedication to serve our customers.

**Emirates Institute of Finance International Certifications**  
**FUTURE TECH LEADERS PROGRAMME**



**Massachusetts Institute of Technology**

