



Mastering Leadership *and* Taking Charge

at the SW Graduate School of Banking at SMU

The SW Graduate School of Banking at SMU Cox School of Business prepares future leaders in the banking industry for greater responsibilities with peer networking, team-building experiences, living case studies, a tailored curriculum, and an exceptional student-faculty ratio.

Emerging leaders and experienced financial professionals—including regional presidents, commercial loan officers, branch managers, credit analysts, cashiers, mortgage lenders, consumer lenders, operations officers, and state and federal regulators—gather each summer on the beautiful Southern Methodist University campus for a nine-day leadership development program that propels careers in the financial services industry.

From essential core elements to the latest management strategies, SWGSB is a collaborative style of learning that empowers you to gain mastery of leadership with sessions in three consecutive years. This proven approach is transformative, hands-on executive education at the graduate level that's exceptional, engaging, and elevating.



67th
ANNUAL SESSION
Dallas, Texas
May 28 - June 7, 2024

SWGSB Program Dates & Investments

\$5,795

2024 tuition, room and board, all digital materials,
and nonrefundable \$400 registration fee.

Apply online at [SWGSB.org/register](https://swgsb.org/register)

67th ANNUAL SESSION Dallas, Texas May 28 – June 7, 2024

For more information, visit: [SWGSB.org](https://swgsb.org) • Email: info@swgsb.org • Call: (214) 768-2991

Greetings!

Dr. Chittenden welcomes you to the nation's leading graduate school of banking. In collaboration with the legendary Cox School of Business at Southern Methodist University, SW Graduate School of Banking will immerse you in an executive education experience like no other.

Our nationally renowned faculty and real-time curriculum will prepare you to lead, build, and advance the mission of your financial organization. As a faculty member for more than two decades, I can assure you that the SWGSB has changed the trajectory of thousands of careers. It is a transformational experience that builds effective leaders.

We have exciting plans for SWGSB 2024. You can see the program develop on our website at swgsb.org. If our team of professionals can assist you in any way, please contact us at info@swgsb.org, or (214) 768-2991.

Sincerely,

William T. Chittenden, Ph.D.
Chief Academic Officer



SW Graduate School of Banking Foundation 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: NASBAregistry.org. Each session of the SWGSB program qualifies for a minimum of 55 CPE credit hours.

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

The SWGSB Experience

SWGSB provides an atmosphere that fosters lasting friendships and valuable 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 also your peers. Classes are held at the legendary 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 diverse electives
- A true collaborative learning environment
- Educational approaches created by leaders for leaders
- Industry-renowned faculty
- 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

FOR CPE CREDIT:

- **Field of Study:** Specialized Knowledge
- **Prerequisites:** Three to five years of experience in the financial services industry, a regulatory agency, or a business or agency affiliated with the financial services industry
- **Program Level:** Industry Update
- **Delivery Method:** Group Live
- **CPE Credit Hours:** Each in-person session qualifies for a minimum of 55 CPE credit hours.

“ 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
De Novo Institution



Dr. Chittenden welcomes banking professionals from throughout the U.S. and Belize.

Unrivaled Leadership Development

From the moment you arrive on campus, you are a full participant in the campus 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 your interests and the state of the industry. Strategic visioning is the capstone leading to peak performance.



FIRST YEAR FRESHMAN CURRICULUM

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

SECOND YEAR JUNIOR CURRICULUM

During the second year, 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 your organization. You will begin to tailor the program with your choice of career-enhancing electives.

THIRD YEAR SENIOR CURRICULUM

The final year focuses on mastering your strategic planning and visioning skills, and cumulates in building a strategic outline in your Living Case Study. Our elite faculty will guide you through the development of strategic solutions to problems and issues facing the industry.

Interession assignments follow the first and second years. The assignments are focused on applying the SWGSB curriculum to your institution. All classes will be in person with networking breaks. Visit SWGSB.org for core curriculum.



SWGSB offers the opportunity to meet with industry leaders such as Jill Castilla (left) and Jelena McWilliams (right).

“In seeing the SWGSB program firsthand, I am impressed with both the content and the amazing leadership engagement. This is, indeed, an innovative, best-in-class graduate school designed for our economic times and challenges. Look no further than SWGSB for leadership development at the highest level.”

John Hope Bryant, Founder, Chairman, and CEO of Operation HOPE, Inc.

Signature Learning Process

BANKCEO

BankCEO is SWGSB's proprietary bank simulation technology developed exclusively for SWGSB participants. This custom learning microcosm provides a vastly superior approach to acquiring bank management expertise. SWGSB has modernized bank simulation with interactive screens, test runs, instant results, and displays that compare teams using various criteria and statistics. BankCEO—found only at SWGSB—is reflective of the real world of banking and offers participants unparalleled insights. The result is a unique learning experience that distills years of bank management down to a series of well-focused decisions and applications. The web-based program allows you to interact and learn from your peers, in or out of the classroom!

THE LIVING CASE STUDY

The Living Case Study provides a rare opportunity to analyze and study a real-world bank, propose changes, and interact with top management. This highly effective teaching method is only found at SWGSB. Each year, a new Living Case Study examines a bank and its most creative ideas—guided by your personal input and responses. It's a powerful way to test-drive your education by learning firsthand from the bank's senior management about leading a financial institution in the 21st century. Year after year, your peers rate this as one of the most insightful aspects of the SWGSB program.

EXECUTIVE TEAM

William T. Chittenden, Ph.D.
Chief Academic Officer

Edmond J. Seifried, Ph.D.
Chief Economist

David M. Davis
*Chief Operating Officer
and Managing Director*

Seth N. Bennett
*IT Manager
and Associate Director*

Jill Castilla
Chairman, Board of Trustees
President and CEO
Citizens Bank of Edmond
Edmond, Oklahoma

T. Gary Hudson
Dean for Bankers
Former President and CEO,
Current Board Member
The Farmers & Merchants Bank
Stuttgart, Arkansas

Merrill J. Reynolds, Jr.
Managing Director
Certified Community
Bank Director's Program



F. Scott Dueser and his executive team have offered insights as part of the Living Case Study.

“SWGSB was a game-changer in my career, by quickly moving me up the educational ladder in the industry, as well as helping to build relationships with other bankers for continued collaboration through the years. I have stayed engaged with SWGSB by teaching one or two classes a year and by sending students every year, which is certainly an investment that pays good dividends. It has been my pleasure to watch the continued advancement of SWGSB to meet the current needs of the banking industry.”

F. Scott Dueser, President and CEO,
First Financial Bankshares, Inc.



SWGSB

SW Graduate School of
Banking Foundation

Southern Methodist University
PO Box 750214
Dallas, TX 75275-0214



“ I am so proud to be an alumna 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