EMPOWER
ENABLE
EDUCATE

CULTURE

LEVEL 7

Professional Certificate in

Consumer Protection Risk, Culture and Ethical Behaviour in Financial Services

2025 - 2026

iob

A recognised college of UCD

Compliance Institute
BETTER BUSINESS ETHICS

Who we are

IOB

IOB is a professional community of over 32,100 members who work in banking and the international financial services sector. Professional development of our members through education is at the heart of what we do. IOB provides university level programmes to enable our members achieve and sustain their professional qualifications and Continuing Professional Development (CPD) - essential in meeting customer and regulatory expectations.

Excellence in education – a recognised college of UCD

As a recognised college of UCD and the standout banking industry educator, we offer qualifications of the highest standard. We currently offer more than 40 programmes ranging from Professional Certificates (level 7) on the National Framework of Qualifications (NFQ) to Masters Degrees (level 9). We design our programmes to be practical and relevant, but grounded in academic rigour.

Compliance Institute

Compliance Institute was established in 2002 to provide opportunities for compliance professionals to develop their network, qualifications, and their skills.

With just over 3,000 members, the Compliance Institute is the premier provider of education and professional development in compliance, providing a balanced and authoritative voice on matters relating to regulatory compliance and business ethics in industry in Ireland. It is the largest global association of compliance professionals and offers the largest suite of compliance programmes anywhere in the world.

The Compliance Institute's focus is on bringing the compliance community together and facilitating an effective network which helps our members build a contact base that can support them in their role and career. Our evolving professional development training and accredited graduate and post graduate education in the various fields of compliance and business ethics delivered by our educational partners have set the standard for compliance in Ireland.

Being part of the Compliance Institute means that our members are part of a diverse global network of compliance professionals. Compliance Institute is connected with international associations, providing members with the opportunity to connect with professionals from all around the world.

Introduction

The Professional Certificate in Consumer Protection Risk, Culture and Ethical Behaviour in Financial Services, is a single-module level 7 qualification. It is the industry benchmark Culture qualification for people working in the financial services industry across all roles and functions up to senior manager level.

The programme aims to develop participants' knowledge of conduct risk, Consumer Protection Risk Assessment (CPRA), ethics and behaviours in the context of the development of an effective consumer focused culture.

The programme has been designed in consultation with leading industry experts in the areas of conduct risk, CPRA, ethics and behaviours, and with compliance professionals working to international regulatory best practices in financial services.

The programme is designed with an emphasis on Consumer Protection Risk Assessment, with particular focus on the areas of product design, sales process, post-sales handling and good customer outcomes. The other key topic areas include consumer focused behaviour, ethics and values, including an ethical framework which staff can apply to everyday scenarios and expected behaviours.

The programme is relevant to:

- New entrants up to senior managers
- Accredited Product Advisers (APA)
- Qualified Financial Advisers (QFA)
- Holders of the Professional Certificate or Diploma in Compliance
- Banking compliance and risk professionals
- Financial institutions' frontline staff including retail, business centre and corporate banking staff
- Financial institutions' central functions, risk and compliance professionals including, inter alia:
  - Compliance
  - Operational risk
  - Internal audit
  - Credit review
  - Legal
  - Finance
  - Information Technology
  - Change management.
- Regulatory bodies e.g. The Central Bank of Ireland
- Non-financial institutions including:
  - Auditors
  - Accountants
  - Lawyers
  - Stockbrokers
  - Business consultants and other professionals who provide risk management advisory services.

How you will benefit

On completion of the programme, graduates will be able to:

- Understand the regulatory expectations of the Central Bank of Ireland's guide to Consumer Protection Risk Assessment (CPRA)
- Explain the CPRA impacts on customers, employees, Financial institutions and on markets
- Demonstrate a deep practical understanding of CPRA product lifecycle with emphasis on product development, sales/transaction prices and post-sales handling modules.
- Explain why culture is important and what effective consumer focused culture looks like
- Explain ethics in financial services, its relevance and importance
- Understand the importance of customer experience and its relationship with culture
- Understand different approaches to ethical decision-making models,frameworks and challenges including: whistleblowing, speaking up and managing conflicts of interest
- Understand consumer focused behaviours.

"I enjoyed the mix of webinar and self-learning whilst studying this programme. The content made me aware of various industry standards which will be beneficial to my current role. The weekly reminder emails kept me on track and the webinars were delivered in a clear, engaging and digestible format."

Joanne Dowling

Curriculum

NFQ: Level 7
Academic credits: 5 ECTS
Module: 1
Awarding body: UCD

You study the following module:

1. **Consumer Protection Risk, Culture and Ethical Behaviours**

This module covers the following topics:

Ethical Practice in Financial Services

- What is a Consumer Protection Risk Management Framework and its purpose
- CPRA Framework and its relationship with the overall Banking Risk Framework
- Components of CPRA Framework
  - Governance and control
  - Product development
  - Sales and transaction process
  - Post-sales and handling
  - People and culture
- CPRA impact on consumers, on employees, the financial institutions and on markets
- Conduct risk and conduct risk standards
- Selling financial products appropriately and ensuring the right outcomes are delivered
- Understanding of customer experience
  - Impact of customer experience
  - Customer experience and culture
- Drivers/causes of conduct risk
- Constituents of conduct risk including behavioural economics
- Conduct risk frameworks and its relationship with the overall banking risk framework
- Conduct risk appetite statements
- Conduct risk policies and common metrics for assessing conduct risk performance in an organisation
- Conduct risk impacts on customers, on employees, the financial institution and on markets (positive/negative).

Culture and Behaviour

- Understanding the importance of culture in ensuring good customer outcomes
- Indicators of an effective risk culture
- Regulator expectations and reports
- Roadmap for achieving desired culture
- Governance arrangements around the design, monitoring, and analysis of culture MI
- How culture can be assessed in organisations/culture audits
- Understanding the role of group dynamics
- Diversity, inclusion and its impact on decision making
- Understanding the impact of biases when making compliance decisions
- Understanding and embedding 'Consumer Focus' behaviour
- Understanding the role of mind-set and sense-making on behaviours and how this is being applied in supervision of culture and behaviours
- CPRA and Behavioural Economics.

Ethics

- Foundational concepts of ethics, values and integrity
- What it means to be ethical in financial services and how the right ethical climate supports good decision-making
- What obligations does the financial services industry have to customers? What is the right thing to do?
- What happens when things go wrong
- How to effectively challenge and escalate
- Case studies.

Further Information

Award

When you successfully complete this programme you will be awarded a Professional Certificate in Consumer Protection Risk, Culture and Ethical Behaviour in Financial Services from UCD.

Entry requirements

The minimum entry requirements are as follows:

- Five passes in the Leaving Certificate, including English and Mathematics
- Five O Level/GCSE passes, including English Language and Mathematics
- IOB will also consider applications on a mature candidate basis from applicants who are 23 years of age before the date of their application, with at least one year's experience working in financial services.

CPD

Designation	CPD hours awarded on completion of the programme
QFA, APA, Registered Stockbroker, Grandfather	8 hours (4 in Ethics)
Professional Banker, Chartered Banker, Certified Bank Director	3 hours in Ethics
PIP	4 hours in Ethics
LCI, FCI	8 hours (4 in Ethics)
CFCP, CDPO	2 hours in Ethics

Delivery

The programme will be delivered via blended learning with online webinars and recorded lectures.

Assessment

Continuous Assessment: 10%

End of trimester two hour written exam: 90%

Duration

Participants can register and complete the module in one trimester.

Professional body membership

You must be a current member, or become a member of IOB, if you are not already a member of the Compliance Institute.

Fees

The fee for this module is €680

Programme Commencement

It is possible to enrol to this programme in Autumn, Spring and Summer Trimesters.

How to enrol

To enrol online, visit
iob.ie/programme/consumer-protection-risk-ethics

Contact us

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