



GROUPE SOCIETE GENERALE

Avantgarde

by

BRD

Dacă îți dorești:

- Să înțelegi ce înseamnă banking de la profesioniști în domeniu;
- Să înveți lucruri practice, cu aplicabilitate imediată atât în viața profesională, cât și personală;
- Să explorezi atmosfera dintr-o agentie bancara precum si oportunitatile de cariera existente

**Atunci, «Avantgarde by BRD» este programul in care te poti inscrie.**

Programul ofera oportunitatea studentilor cu profile economice de a invata in mod practic, alaturi de profesionisti din domeniu despre: tehnici de vanzare, customer care, politici de securitate, risc, ...

**Cand:** in perioada februarie- aprilie 2018

**Cum:** 1-2 ateliere de 2 ore pe saptamana si nu in timpul vacantei! 😊

**Cu cine:** profesionisti din cadrul BRD, oameni care si-au construit o cariera, nu au doar un simplu job

Si da, vei primi o diploma care sa ateste implicarea ta pe toata durata activitatilor programului.

**Te asteptam!”**

# INDUCTION ACADEMY

**INDUCTION ACADEMY:** Students classroom training, practical experience and personal mentoring.

**OBJECTIVE:** develop a pool of potential immediate employees

## ELIGIBILITY CRITERIA

- 3rd year/ Master students
- Pilot / focused target: ASE / Banking & Finance, Business Administration, Economics, Commerce

## PARTICIPANTS

- For pilot: based on volunteering
- Later on: selection (soft / attitude evaluation, technical maybe)

## PRELIMINARY TEST

- Profile testing (for selecting participants in the program using Great People Inside).

## STRUCTURE for PILOT

- Max 30 persons: 2 groups x 15 persons each
- **Locations:** in the classrooms of the universities (preferably) or/and CPP TEI

## PERIOD for PILOT

- March 2018 – April 2018
- Later on: on semester basis + Partnership with ASE => authorised course on basic banking diploma = certified by ANC

## RESOURCES:

- AOC could be used as trainers (good for motivation);
- trainers: HR/TRAINING, PCR /BRDAM/ DCO, INNO, BRDAV, BRDFP, BRDF etc
- E-learning: external platform or My Learning (if they will have an internship contract)

## COMMUNITY

- Alumni meetings - to build a community (either future employees or clients)
- Facebook page

## BRANDING:

- NAME - to be chosen : ACCELERATOR INCUBATOR, STEP-UP INCUBATOR, STEP-UP BANKING SCHOOL, BRD Business School , BRD BUSINESS STAGE, BRD BANKING SCHOOL, StartMeUp School, Aspire School, YouthUp, Start Edge, Open Up, etc.
- logo – to be established
- promotional materials (agenda, pen with the program's name)

## NEXT STEPS for PILOT

- brand kit (name, logo, promotional materials, facebook page): *December 2017 – January 2018*
- training materials: *December 2017 - January 2018*
- kick-off event : February 2018
- selection process: *January-February 2018*

## NEXT STEPS for PROGRAM:

- ➔ for the academic year 2018-2019, the program will be updated according to the university curriculum (following discussions with deans)
- ➔ TB followed: Polytechnic Institute and other local Universities, depending on their specificity.

### PROPOSED CURRICULUM FOR A COMMERCIAL TEAM

Activity	Details	When	Responsible
Introduction	Short overview on the banking system SG & BRD presentation + main indicators	Day 1 (3h)	HR/TRAINING BUSINESS/INNO
Clients & Products	Financial sector / Products and services Investment funds	Day 2 Day 3 (3h/each day)	HR/TRAINING PCR Subsidiaries
Soft skills	Customer care Selling skills	Day 4 Day 5 (3h/each day)	HR/TRAINING
Policies/risks	Review of relevant policies including KYC/AML, SECURITY INFORMATION, DEONTOLOGY, COMPLIANCE	Day 6 (3h)	HR/TRAINING DCO
School Agency	Role plays	Day 7 Day 8 (full day)	HR/TRAINING
Open Days (meet with a mentor)	Visit to a department/Agency (to be chosen by the participants)	Day 9 (3h)	HR/TRAINING BUSINESS
Evaluation test for diploma	25 test questions	Day 10 (2 h)	HR/TRAINING
Competition & Event closure	Speech of HR Executive Director Award ceremony and CEO Cocktail	Day 11 (3h)	HR DGA

### PROPOSED TIMELINE FOR PILOT PHASE (for 2 groups)

**February – May 2018**