

# **Online Training Programme on Effective Branch Management**

**May 26 – June 4, 2020**

*(Online Course Duration 25 hours)*

*Coordinator*

**Prof Anjan Roy**

*Associate Professor*

*(Strategic Planning, Marketing and Control Area Group)*



**National Institute of Bank Management  
Pune, India**

The position of branch manager is the crucial first step towards assuming future leadership roles in a bank. Effective branch managers are the key differentiators behind the strong positioning and superior performance of a bank.

Branch managers must achieve business growth and earnings targets in a sustainable manner while enlarging the customer franchise and market share of the bank. They need to deeply understand the local market of the branch, the customers served, their banking needs and ultimately the business potential in the area. They must also leverage the strength of their bank's brand, their branch capacity and reputation for service, to create profitable new business opportunities.

This programme is sensitize branch managers to understand their role, to think innovatively with business orientation, and form strategies for enhancing their branch performance.

## **Content**

The broad contents of the programme include:

- Recognize the business environment challenges for branch performance
- Business potential assessment and business plan development
- Marketing and customer relationship development at the branch
- Analysis of revenue and cost structure for profitability of the branch
- Streamlining branch operations and ensuring risk and regulatory compliances
- Transforming the branch to 'branch of the future'
- Leadership and motivating staff for performance achievement

## **Target Group**

**Branch managers and first line officers who are likely to be assigned to this role position.**

## Modalities

This online course will have 25 hours of engagement time, which includes several self-paced study and live interactions of participants. The courseware will include the following:

- I. Reading material for self-study, Case study or exercise material and Online references
- II. Video sessions comprising of:
  - i. Recorded videos sessions on several topics.
  - ii. Live video sessions by faculty or guest lecturers, for discussions, clarification of doubt, etc.
- III. Self-assessment to track progress in the course will be provided.

Participants enrolled to the programme will be provided with log-in id and password to enter into the learning platform of the institute. Guidance will be provided for navigating through the various activities in the platform such as accessing courseware, viewing video sessions, participating in live sessions, taking quizzes, etc. The programme window will be open for maximum 10 days from date of commencement.

Schedule for live session will be provided at the start of the programme. Executives attending the programme would need internet access on a desktop or laptop with Google Chrome to enable access to live and recorded sessions

## Completion Certificate

A completion certificate will be given to the participant at the end of the programme. Participant has to remain logged in for at least the total number of engagement hours within the duration of the programme for being considered to have completed the same.

### Nominations and Enquiries

Nominations are invited from both Institutions and Individuals from India and Abroad. Executives working in Banks/Financial Institution/Consulting Firms/Technology Firms in the Banking and Financial Services Domain can apply for the programme in their individual capacity.

Please address your enquiries and nominations to:

Prof Anjan Roy  
Programme Coordinator  
National Institute of Bank Management  
NIBM Post office, Kondhwe Khurd  
Pune 411 048, India

Tel. : 0091-20-26716000 (EPABX)

E-mail : [aroy@nibmindia.org](mailto:aroy@nibmindia.org)

Web : [www.nibmindia.org](http://www.nibmindia.org)

**Last Date for Receiving Nominations: May 25, 2020**

## Programme Fee (per participant) for 25 hours programme

US \$ 1000 for foreign participant

	Fee	GST	Fee+GST	TDS
Member Banks :	21000	3780	24780	2100
Non-Member Banks :	24500	4410	28910	2450
Individual Nominee :	24500	4410	28910	---

The fee includes the cost of tuition, access to reading material and recorded videos, etc. (Central Goods and Services Tax (GST) @ 18%, and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

### Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

### Mode of Payment for Foreign Participants

#### Mode of Remittance: SWIFT\*

- Name & Address of our Bankers : Oriental Bank of Commerce  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India
- Name of the Account : National Institute of Bank Management
- NIBM's Bank Account No. : Current A/C 11281131004402  
with Oriental Bank of Commerce
- Bank's Swift Code : ORBCINBBFCP
- Oriental Bank of Commerce A/c No. : 36152559  
with Correspondent Bank
- Preferred currency : USD
- Correspondent Bank : CITIBANK N.A.
- Swift code for Citi Bank : CITIUS33

**\* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.**

**\*Payments will be accepted only through electronic mode.  
Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.**