



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified Institute)

Professional Development Centre – Western Zone

**“Virtual Program on Effective Branch Management &
Fundamentals of Credit Assessment”**

from 21st to 23rd May 2025



Open to Members & Non-Members

Individual participants can also register for the programme at their own cost

Program Co-Ordinators : Mr. Shiv Kumar Gupta & Shijoy Joseph
Mail Id: head-pdcwz@iibf.org.in ; je.pdcwz1@iibf.org.in

Address :193, Maker Tower, F Wing, 19th Floor, Cuffe Parade Mumbai - 400005.

Website : www.iibf.org.in

BRIEF BACKGROUND

Established on 30th April 1928 as a company under Section 26 of the Indian Companies Act, 1913, the Indian Institute of Banking & Finance (IIBF), formerly known as the Indian Institute of Bankers (IIB), is a professional body of Banks, Financial Institutions, and their employees in India. IIBF during its 97 years of service been actively involved in examination, training & academics. It has emerged as a premier institute in banking and finance education.

Considering the emerging requirements of finance professionals in the ever-changing dynamic environment, IIBF has been providing quality training. The programs are designed in consultation with industry experts and human resources personnel with an endeavour to address the skill gaps on a continuous basis.

The regular offerings in varied areas prepare the finance professionals ahead of the impending change. IIBF has state-of-the-art training facilities at its Leadership Centre at Mumbai and it has four Professional Development Centers (PDCs) at Mumbai, Delhi, Chennai and Kolkata catering to the increasing demand for the focused training programmes.

ABOUT THE PROGRAMME

The financial services industry has seen major transformation in recent years, driven by evolving customer expectations, rapid technological advancements, innovative financial products, and growing demand for high-quality service delivery. To thrive in this dynamic environment, professionals managing branch-level operations in both banks and non-banking financial institutions must develop a well-rounded skill set.

This program by the Indian Institute of Banking & Finance (IIBF) is designed to equip such professionals with essential knowledge and practical tools to manage operations effectively and assess credit decisions confidently.

- **Branch Management:** Understand roles, responsibilities, and key performance metrics
- **Leadership & Management:** Build operational and team leadership capabilities
- **Credit Assessment:** Learn credit appraisal fundamentals and financial analysis
- **Customer Relationship Management:** Develop strategies to enhance engagement and growth
- **Problem-Solving & Decision-Making:** Strengthen analytical thinking and operational judgment

OBJECTIVES

- To develop a comprehensive understanding of branch roles, responsibilities, and performance metrics.
- To enhance leadership and operational management skills for effective branch functioning.
- To build foundational knowledge in credit assessment and financial analysis.
- To strengthen customer relationship management and business development strategies.
- To improve problem-solving and decision-making abilities in branch-level operations.

CONTENT OVERVIEW

- **Branch Management & Operations:** Overview of branch roles, daily administration, and performance metrics.
- **Regulatory Compliance:** Understanding key regulatory requirements and compliance frameworks.
- **Credit Fundamentals:** Introduction to credit principles and basic financial statement analysis.
- **Customer Engagement:** Strategies for CRM, handling complaints, and enhancing service delivery.
- **Leadership & Business Growth:** Setting goals, making informed decisions, and driving branch performance.

METHODOLOGY

- **Mode of Delivery:** The program will be conducted through virtual (online) interactive lectures, case studies, presentations, and experience sharing via the ZOOM platform.
- **Participation Requirements:** Live sessions will be held by faculty members. Participants can join from their home or office using a laptop, desktop or smartphone supported with audio and video . Login details will be shared via email 24 hours before the program.
- **Certificate Criteria:** A minimum of 75% attendance is mandatory for the issuance of the certificate.

TARGET GROUP

- **Branch Managers, Supervisors, Team Leaders and Operational Heads** in financial institutions
- **Customer Relationship Managers and Business Development Professionals.**
- **Credit Analysts** or those interested in credit assessment fundamentals.

DURATION

3 Days - from 21st to 23rd May 2025

Timings: 10.00 A.M. to 05.15 P.M. (First day kindly login by 09.45 am)

FEES

₹ 6000/- (Six Thousand only) plus GST @18% aggregating to ₹ 7080/- per participant
(In case of TDS deduction, please send us TDS certificate).

Programme fees may be remitted to the credit of Institute's account as given below:

Beneficiary Name	:	Indian Institute of Banking and Finance
Name of the Bank Branch	:	State Bank of India, Vidyavihar (West), Mumbai.
SB Account No	:	42895503864
IFSC Code	:	SBIN0011710
PAN No. : AAATT3309D	GSTN No. :	27AAATT3309D1ZS

In case of any queries, kindly contact

Mr. Shiv Kumar Gupta	Mr. Shijoy Joseph Vadasery
Zonal Head	Junior Executive
head-pdcwz@iibf.org.in	je.pdcwz1@iibf.org.in
Mob : +91 9555233865	Mob : +91 9820127826
Landline : 022 69437301	Landline : 022 69437302

**** Last Date of Registration is 19th May 2025 ****

To register kindly email us the following details

Sr. No.	Name (as required on certificate)	Institution Name	Branch/ Office/Department	Designation	Mobile No. (WhatsApp)	E-mail Id
1	Ms.					
2	Mr.					
Add additional rows as required						

Institution Details	
Name of Bank / FI	:
Address (where certificate is to be sent)	:
GST No.	:
PAN No.	:
Details of Nominating Official	
Name	:
Designation	:
Mobile No.	:
E-Mail Id	: