

# PROFESSIONAL INSTITUTE OF BANKING & FINANCE



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## 1 MODULE 1: ORGANIZATION BEHAVIOR

- Elements & nature of Organization Behavior
- Need for studying OB
- Importance of Organization Behavior
- Fundamental concept of OB

## 2 MODULE 2: BASIC & FUNDAMENTAL CONCEPT OF BANK & BANKING

- What is banking
- Banking Regulator & its Function
- Retail branch Structure & its Function
- Concept of Limited/listed company & their investor
- Types of customer in banking

## 3 MODULE 3: ACCOUNTS TYPES & DOCUMENTATION

- What is KYC & its guideline by RBI
- Account Opening process physically & online, Various types of accounts & its features, account documentation, Account Tab banking etc.
- View on CASA & its Impact on Bank.

## 4 MODULE 4: RETAIL BANKING /BRANCH BANKING

- Lobby Management
- Front desk Management
- Cashier/Teller operation including RBI clean note policy, note exchange policy.
- Fund Transfer-NEFT/RTGS/IMPS/SI/NACH
- Cheque Clearing Operation/CTS
- Customer Grievance handling & its eco system.
- ATM module
- Deliverable Management
- Vault Operation, Duty of Custodian of assets & documentations.

## 5 MODULE 5: CRM MODULE & ITS IMPACT

- What is CRM
- How its work to maintain customer/ client relationship
- Benefit of CRM on Revenue earning.

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## 6 MODULE 6: RETAIL BANKING PRODUCTS & PROFITS SHARING CALCULATION TO BANK

*Liability products: SA, CA, fixed deposit, Gold Loan*

*Asset Products: FDOD, PL, Business loan, Car loan, Home loan, LAP, TW, CC, LAS etc*

*Insurance products: Life/Non Life*

*Mutual Fund*

*Equity trading products.*

*Forex*

*Debit card, credit card*

*Safe Deposit lockers*

*Bank Guarantees*

*Mislenious*

## 7 MODULES 7: SALES IS A ART

*Classification of sales.*

*Cross selling vs up selling*

*How to enhance your sales skill*

## 8 MODULE 8: CORE BANKING

*Concept of core banking & its benefits*

*Finacle, Flexcube*

*Oracle, SAP*

## 9 MODULE 9: DIGITAL BANKING

*Advantage of Digital banking*

*Component & its function*

*Payment system & its gateway*

## 10 MODULE 10: LOCAL MARKET RESEARCH

*Local market study process*

*Customer Acquisition using tool like probe42.com, Power BI ,*

*CRMetc.*

*Lead generate*

## 11 MODULE 11: LOCAL MARKET RESEARCH

*Marketing VS Selling*

*Why Selling is Important*

*Why Is Marketing Important?*

*4P & 4C*

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## 12 MODULES 12: COMPLIANCE

*Banking Compliance*

*Audit Function*

*SQL Checking*

## 13 MODULES 13: BANKING CERTIFICATION

*IRDA Certification*

*NISM VA /Mutual fund distribution module*

*Equity Broker module*

## 14 MODULES 14: HAND ON EXPERIENCE ON BANKING OPERATION /PRACTICAL CLASS

*Cash counting , Fake/real detection, half value/full value*

*Customer welcome*

*Account statement analysis*

*Voucher preparation*

*Cheque /DD instrument identification*

## 15 MODULE 15: ABBREVIATIONS & GLOSSARY BANKING TERM

*Definition & meaning of banking term*

*Marketing term*