

DIPLOMA IN BANKING BUSINESS

Exclusive Program for Sales Career with ICICI Bank

Program Objective:

The soaring Indian economy is creating huge opportunities for banking professionals. The banking sector now employs more than a million people and with full reforms could employ around 15,00,000 people! With the continued growth and emergence of private banks, the need for qualified, trained & skilled manpower is on the rise. The banking sector is in need of highly focused & well trained sales professional who are adept in not only selling banking products and services but also managing customer relationship. These trained sales professionals are expected to carry the momentum of growth forward.

IFBI - Institute of Finance, Banking and Insurance has designed an industry relevant program – **DIPLOMA IN BANKING BUSINESS (DBB)** for graduates. The program offers them an opportunity to seek fast growing sales careers focused on customer acquisition.



About the Program:

IFBI Diploma in Banking Business is a full time program. The objective of the DIPLOMA IN BANKING BUSINESS (DBB) is to create the proficient sales professionals for ICICI Bank. The program would empower the students with skills on sales, customer interaction & relationship building. The program offers knowledge of the basic foundation blocks of banking and understanding of the various products and services that the bank has to offer. The program is designed in such a manner that it ensures a sales career for a graduate in ICICI bank in just about 15 days!

Program Description:

Overview of Retail Banking:

This course gives the participant an overview of the retail banking products and services offered to the customers. It gives the student an overview of the different types of customers, the various retail banking products and services like various deposits, payments, asset classes interest calculations etc. It also gives a brief idea of different distribution channels available to a bank to reach out to customers with their offerings.

Professional Communication:

This course takes the learner through professional communication and customer service by introducing them to various skills that will assist them in solving oral and written communication problems. It also covers topics on time management, goals achievement, working in teams, etc and also enables the individual to create a shared understanding of his or her role in the organization.

Selling Skills and Techniques:

Customer acquisition is an integral part of insurance and banking business. In fact, this is the first step to become a good-sales professional. In this course, the learner learns and practices the selling skills and best selling techniques that help salesperson close more sales in less time. They learn sales etiquettes with the help of role-plays and see a difference in their approach towards different types of customers and their situations. Student will also learn sales planning and process to achieve targets consistently.

Eligibility Criteria and Selection Process:

The candidate should have obtained a minimum of 45% marks in graduation. The age should be ≤ 26 years. High drive for sales & decent communication should be there. The candidates with 2-4 years experience can also apply.

The candidates have to appear for an aptitude test and a personal interview for taking admission in the program.

Placement Facility:

On successful completion of the program, IFBI offers 100% placement assurance to the students. The student would be offered placement with ICICI Bank as Junior Sales Officer or equivalent roles, engaged in business development & sales & marketing activities. Salary range may vary from Rs. 1.6 Lacs - 2.2 lacs based on role / location /experience etc.

Program Schedule:

The DBB program consists upto eight hours of class room contact for six days in a week in the full time mode.

In addition to the formal classroom sessions, students may be required to participate Assignments, Self -paced e-learning, Case-studies, Simulation exercises, Role-plays, Information Search and Analysis (ISAS) and other reference work.

Evaluation and Certification:

The classroom teaching phase of the program is evaluated. Tests, quizzes, assignments, and project-work form the evaluation instruments during the classroom phase. The transcript finally received by the student reflects scores obtained in all the courses.

To qualify for the award of the Program title, candidates should have scored a minimum prescribed marks in the classroom phase. Tests during the classroom phase are administered Online. Ample opportunities are given to the students to improve their performance in the tests.

Fee and Payment Schedule:

The Program Fee is Rs + service tax (as applicable).

The fee is inclusive of all academic charges, examinations and IFBI study materials. Payments are to be made to IFBI by cash, credit/debit card, cheque or demand draft, in favor of **NIIT Institute of Finance, Banking and Insurance Training Limited**.



Institute of Finance, Banking & Insurance

For further details Log on to www.ifbi.com

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