



Professional Development Institute  
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## Training Plan for the Certified Bank Branch Manager (CBBM) Certification

### About the Certified Bank Branch Manager (CBBM) Certification

The Certified Bank Branch Manager certification is a specialized professional qualification aimed at equipping banking professionals with the skills to efficiently manage bank branches. This certification is an international standard for excellence in banking leadership, focusing on developing the administrative and technical skills necessary for daily operations and achieving strategic goals in banking institutions. This program is designed to meet the growing needs of the banking sector, keeping up with digital transformations and enhancing the operational and marketing performance of branches. It covers various aspects of banking, from foundational principles and digital transformation to risk and credit management, as well as modern leadership and marketing skills. It also emphasizes improving customer experience and relationship management to boost satisfaction and loyalty.

### Objectives of the Certified Bank Branch Manager Certification

#### 1. Enhancing Banking Knowledge:

- Providing a comprehensive understanding of basic and emerging banking operations.
- Improving familiarity with banking laws and regulations.
- Understanding local and international banking environments and adapting to changes.



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## **2. Developing Leadership and Management Skills:**

- Training managers to effectively lead teams and manage customer and corporate relationships.
- Developing financial analysis, team management, and decision-making skills.

## **3. Risk Management:**

- Understanding and managing operational and credit risks.

## **4. Marketing and Customer Service:**

- Developing strategic marketing skills and mastering sales techniques and customer service.
- Enhancing the quality of banking services and fostering customer loyalty.

## **5. Digital Transformation:**

- Focusing on branch management requirements in the era of digital and electronic banking.

## **6. Career Development:**

- Preparing participants for leadership roles in banking branches, ensuring effective branch management.

## **Importance of the Certification**

- Enhances the efficiency of branch operations.
- Improves the quality of services provided to customers, increasing their loyalty.
- Builds strong knowledge of global economic changes and ways to adapt to them.
- Improves managerial and operational performance in branches.
- Opens up greater opportunities for leadership roles in the competitive banking sector.
- A fundamental requirement for career advancement in banking.



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## Learning Outcomes

By the end of the program, participants will be able to:

- Professionally manage daily banking operations.
- Implement innovative strategies for risk and credit management.
- Develop strategic plans for banking branches.
- Evaluate financial and operational performance and make strategic decisions.
- Master leadership skills and crisis management.
- Improve team performance and lead digital transformations.
- Understand banking regulations and work ethics.
- Apply data analysis and decision-making skills in banking.
- Design innovative marketing plans and increase customer loyalty.

## Requirements for Sitting the Professional Certificate Exam

- The exam is conducted at an authorized exam center.
- Passing score: 70%
- Duration: 3 hours
- Questions: 100 multiple-choice questions
- Participants must hold a bachelor's degree or higher diploma.
- A minimum of two years of professional experience in the field is required.
- Submission of the exam registration form, a copy of the passport, and the latest academic qualification is mandatory.
- If a participant does not pass the first attempt, they can retake the exam for free after ten days.

## Duration

40 Training Hours



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## Certificate Training Modules

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### Module 1: Fundamentals of Banking Operations and Digital Transformation

#### 1. Introduction to Banking Services:

- Philosophy of banking operations and the evolution of the banking sector.
- Transition from traditional banking to digital banking.
- Electronic and digital banks and the challenges of banking transformation.

#### 2. Types of Banks and Services:

- Differences between commercial banks and Islamic banks.
- Modern trends in transitioning to electronic banking services.

#### 3. Banking Services for Individuals and Businesses:

- Banking products and services for individuals.
- Banking services for small and medium enterprises (SMEs).
- Managing relationships with corporate clients: tasks, responsibilities, and reports.

#### 4. Digital Transformation:

- The importance of technology in enhancing operations and services.
- Strategies for digital transformation in bank branches.



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## Module 2: Banking Management

### 1. Fundamentals of Banking Operations.

#### 2. Bank Credit:

- Definition and types of credit and loan granting standards.
- Strategies for analyzing credit risks.

#### 3. Operational Performance Monitoring:

- Cash and liquidity management.
- Tools for analyzing branch efficiency.
- Internal control management and performance indicators.

#### 4. Banking Risks:

- Types of risks (operational, market, credit).

#### 5. Compliance and Legal Regulations:

- Local and international banking laws.
- Implementation of due diligence procedures and anti-money laundering measures.
- Combating money laundering and terrorist financing.
- Banking ethics.
- Protection of customer data.

#### 6. Financial Analysis and Decision-Making:

- Financial statement analysis.
- Measuring financial performance of branches.
- Data-driven decision-making.
- Budget and cost management.



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## Module 3: Developing Leadership and Operational Skills

### 1. Communication and Leadership Skills:

- Principles of effective leadership.
- Effective communication, negotiation, and team building.
- Performance management and employee motivation.
- Conflict management, problem-solving, and decision-making.
- Time management and delegation of responsibilities.

### 2. Leadership Planning and Succession:

- Developing a strong organizational culture.
- Preparing second-line leaders and managing talent.

### 3. Strategic Planning and Operations Management:

- Developing strategic plans for the branch.
- Analyzing the internal and external banking environment.
- Modern transformation of bank branches into points of sale (POS).

### 4. Organizational and Operational Tasks of a Branch Manager:

- The organizational concept of a bank branch.
- Effective management of bank branches.
- Studying tasks, job descriptions, and delegation of responsibilities.
- Conducting economic feasibility studies for opening new branches and determining factors for selecting successful branch locations.



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## Module 4: Modern Marketing and Sales Skills

### 1. Sales Strategies and Customer Service:

- Transitioning from service to sales with analysis of purchasing behavior.
- Designing banking products and cross-selling strategies.

### 2. Planning Marketing Activities:

- Developing and monitoring marketing plans.
- Setting financial goals and performance indicators.

### 3. Adapting to Market Changes:

- Flexible strategies for dealing with economic changes.
  - The impact of digitalization on sales activities.
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## Module 5: Enhancing Customer Experience and Relationship Management

### 1. Service Quality and Customer Experience:

- Building a positive experience throughout the customer journey.
- Enhancing banking service quality and innovating solutions to delight customers.

### 2. Complaint Management and Opportunities for Improvement:

- Identifying the causes of customer complaints and how to address them.
- Leveraging complaints to improve performance and services.

### 3. Performance and Relationship Management:

- Evaluating performance using balanced scorecard indicators.
- Developing effective strategies for customer relationship management.



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## Certifying Body

PDi is global awarding qualification & credentials body that grants certificates awards that are desired in the global marketplace and confers business degrees to individuals via our programs, as well as accredits programs of organizations. Our members in over 100 countries worldwide. We help new and experienced professionals to develop and verify their skills for career advancement through internationally recognized development programs. PDi services are globally recognized in all parts of the world including the Europe, Africa, United States, Asia and the Middle East.



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