



Professional
Development
Institute

Certified Bank Branch Manager (CBBM)



Welcome

The Professional Development Institute® (PDI) is one of the leading international institutions specialized in qualifying and developing professional competencies. It is headquartered in the United Kingdom (UK) and has a proven track record in preparing specialized professionals across vital sectors, including banking, finance, and insurance. PDI is distinguished by offering internationally recognized professional certifications that enhance individual efficiency and strengthen their capabilities in the global workplace.

This professional 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.



What you will Learn- Key Takeaways



- 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 enhance customer loyalty.

Curriculum



Modules: 5

Awarding body: (Professional Development Institute- UK)

- **Module 1:** Fundamentals of Banking Operations and Digital Transformation
- **Module 2:** Banking Management
- **Module 3:** Developing Leadership and Operational Skills
- **Module 4:** Modern Marketing and Sales Skills
- **Module 5:** Enhancing Customer Experience and Relationship Management

Target Audience:

- Branch Managers, their Assistants, and Deputies
- Branch Management Directors and Regional Managers
- Sales, Marketing, and Customer Service Management in Banks



Further Information

Eligibility Requirements


Applicants must:

- hold a degree from a recognized educational organization.
- have professional experience in the field.
- Sit for and pass the certification examination.
- Adhere to the Professional Development Institute (PDI) Code of Ethics.

About Exam:

- The examination is offered in multiple languages to support international candidates.
- All candidates are required to sit for their exam at an accredited PDI Test Centre.
- The exam duration is (3) hours.
- Each exam consists of 100 multiple-choice questions (MCQs).

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