



Professional
Development
Institute

Certified SMEs Specialist (CSMEs)



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 has been designed to equip banking and financial institution professionals with the capabilities to design and implement financing programs for small and medium enterprises (SMEs) in line with the latest and best global practices . The certificate serves as an international standard to excel in managing SME financing operations, focusing on developing the managerial and technical skills necessary to handle daily operations and achieve the strategic objectives of banking and specialized institutions in this field.

With the increasing importance of SMEs in driving economic development and supporting financial inclusion, the certification aims to meet the growing needs in the SME financing sector by keeping pace with digital transformation and enhancing the operational and marketing performance of financing programs for these enterprises in both banks and specialized institutions.



What you will Learn- Key Takeaways



- Professionally manage the daily financing operations of SMEs within banking and specialized institutions.
- Apply innovative strategies in risk and credit management.
- Develop strategic plans for financing programs.
- Evaluate financial and operational performance and make strategic decisions.
- Master leadership skills in operations and crisis management.
- Enhance team performance and lead digital transformations.
- Demonstrate knowledge of sector regulations, compliance requirements, and professional ethics.
- Apply data analysis skills and support banking decision-making.
- Design innovative marketing plans and strengthen customer loyalty.

Curriculum



■ **Modules: 4**

Awarding body: (Professional Development Institute- UK)

■ **Module 1:** Introduction to Small and Medium Enterprises (SMEs) (20 Hours)

Module Two: Credit Study and Portfolio Management (25 hours)

Module 3: Risk Management, Collection, and Non-Performing Loans (25 hours)

Module Four: Products, Marketing, Customer Service, and Digital Transformation (30 hours)

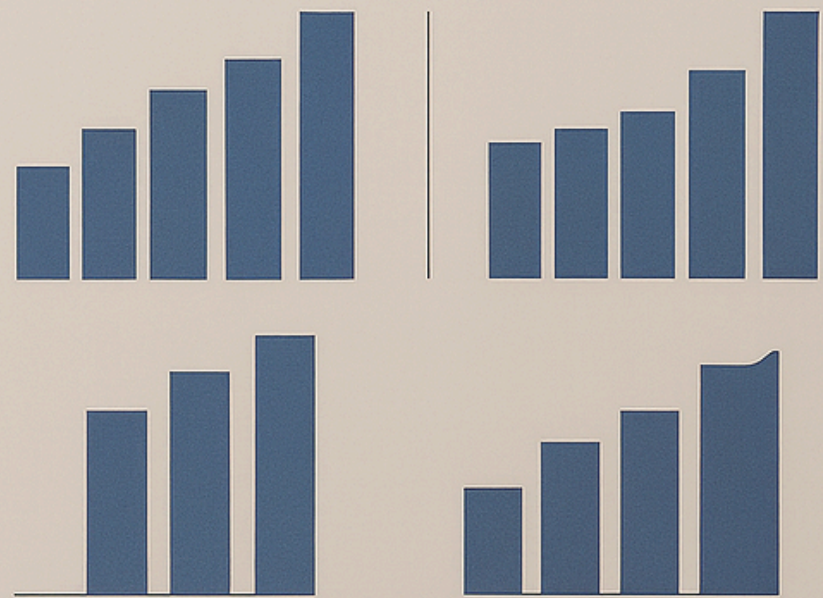
■ **Target Audience:**

- Employees of specialized financial institutions.
- Professionals working in financing small and medium enterprises within banks.
- Entrepreneurs seeking to understand financing mechanisms.

GUIDE



FINANCE & SMEs



GROWTH

**ACTION
PLAN**

OBJECTIVE

STRATEGY

RESPONSIBLE PERSON

DEADLINE

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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