



BACKGROUND

Ever increasing competition in banking industry is posing ongoing challenge to banks and their branches. Their business, growth and profitability are under constant pressure. Moreover, the branches play a significant role in image building through quality of service rendered.

This programme will focus on development of skills which contribute to overall growth & profitability of bank branches.

OBJECTIVES

- ◆ To develop an understanding of focus areas for growth and profitability.
- ◆ To develop an awareness of skills required in effective management of bank branches.

CONTENTS

- ◆ Current Challenges in the Banking Industry and Role of Branches
- ◆ Environmental Scanning
- ◆ Profitability Management
- ◆ Risk Management
- ◆ Customer Orientation
- ◆ Customer Relationship Management
- ◆ Image Building
- ◆ Leadership in the Context of a Bank Branch
- ◆ Leveraging Human Potential
- ◆ Effective Communication Skills
- ◆ Building Empowering Relations
- ◆ Leading Teams
- ◆ Time Management
- ◆ Stress Management

METHODOLOGY

The theme of the programme will be dealt with by an appropriate blend of lectures, discussions, exercises, group work, case studies and role play.

WHO SHOULD ATTEND

Branch Managers, present and prospective, of banks in the public and private sector organisations.

DURATION

Monday, August 17 to Friday, August 21, 2015. The programme starts at 0930 hours on August 17 and concludes on August 21, 2015 at 1715 hours. The participants are expected to arrive in Hyderabad a day before commencement and may leave after the conclusion of the programme or in the morning of the following day.

VENUE

The Programme will be held at the Centre for Organization Development, Madhapur, Hyderabad. It is fully residential and the participants will be accommodated in single air-conditioned rooms at its Campus. The Centre arranges transport for participants between Airport/Railway Station and the Campus.

FEE

The programme fee is **Rs.40,000/-** (US\$ 1130, inclusive of all taxes, if foreign) + Service Tax as applicable. The fee may also be paid through electronic transfer. The fee includes tuition, board and lodging, courseware and other facilities of the Centre like Internet usage, well equipped gym. Local participants not availing hostel accommodation will be given a discount of Rs.1,000/- per day for the duration of the programme. Cheque/DD drawn in favour of "Centre for Organization Development" payable at Hyderabad, along with the nomination form be sent to the Head, Programmes Office, Centre for Organization Development, Madhapur, P.O. Cyberabad, Hyderabad 500 081.

Organizations/Institutions nominating more than one person will be given a concession of 10 per cent in fee to the second nominee and onwards. A 10 per cent concession is also given to a woman participant. In either case, the maximum allowable concession is 10 per cent only.

LAST DATE FOR NOMINATION

August 7, 2015.

CERTIFICATE OF PARTICIPATION

The Centre issues a Certificate of Participation on conclusion of the Programme.

COD ALUMNI ASSOCIATION

Participants of Programme will become members of COD Alumni Association.

PROGRAMME DIRECTOR

Prof. AB Prasad, Professor, OB & OD, worked in State Bank of India and its associates for a period of 36 years in various capacities such as Branch Manager, Regional Manager, Deputy General Manager, and Senior Faculty (Training & Development), at State Bank Academy, Gurgaon and State Bank Staff College, Hyderabad.

Prof. Prasad worked as General Manager (Talent Transformation) in Reliance Industries, Academic Coordinator, Institute for Finance, Banking, and Insurance Training (IFBI).

He has more than 20 years of teaching experience in Organization Development and authored several articles on Leadership, Employee Counseling, Transactional Analysis, Competency Mapping, Organizational Development, etc.

He is also a consultant, OTI, Jakarta (Indonesia) and conducted 50 workshops for 1500 officers of Bank Mandiri (Indonesia) on Resources Management. He facilitates Public Workshops at Finance Club, Jakarta on the various topics of OB&OD.