



## BECOME A WORLD-CLASS BANKING & FINANCE PROFESSIONAL!

Enter the world of banking and beyond with the Post Graduate Programme in Banking and Finance – Sales and Relationship Management.

The BFSI industry is growing at such a speed that there's a constant demand for trained & skilled workforce, shifting from operations-based branch-related banking to sales and customer relationship-based roles. Thus, making Banking and Finance professional with a healthy mix of skills in selling, customer relationship, technology, financial analysis, along with a strong digital and compliance mindset the need of the hour.

The Post Graduate Program in Banking and Finance (PGPBF) – Sales and Relationship Management program is designed to cater to this demand and provide Learners the necessary skills, which would help them in riding this wave of change and have a rewarding career in the Banking & Finance industry.

### A highly experiential programme that prepares you to:

Represent the entire BFSI industry, including Banking, Insurance, Financial Services, Capital markets, Fintech and regulatory bodies

Display the skills and techniques for selling banking and financial products

Establish relationship with a variety of customers and deepen the relationships

Understand the technology used by BFSI industry, such as Artificial intelligence, Block chain, Analytics and Regulatory technology

Work with Finacle, the most commonly used Core Banking solution

Demonstrate English language and business communication skills

The PGPBF- SRM programme turns learners into all-rounded BFSI professionals who will be ready to work in any private Banking, Insurance, or Financial service organization. Experienced industry practitioners deliver the programme on NIIT Digital- our very own online learning platform.



Placement support in Banks or Financial services



Handsome salary ranging from Rs. 2.0 - 3.2 LPA



Virtual Online programme - 240 hrs instructor-led + 50 hrs self-study



LIVE classes by industry-experienced instructors



50000+ learners placed in the BFSI Industry\*

OVER **50,000\***  
LEARNERS PLACED  
IN THE BFSI INDUSTRY.

**YOU COULD BE NEXT!**

HIGHEST SALARY:  
₹ **4.90 LPA\*\***

AVERAGE SALARY RANGE:  
₹ **2.0 TO 3.2 LPA\*\***

\*Placed 50000+ learners in the past 12 years. \*\*Salary range from Apr'19 to Mar'20

### Recruitment Partners

**ICICI Bank** **Axis Bank** **HDFC Bank**  
**RBL Bank** **IDFC** **First Bank**  
City Union Bank **CSB Bank Limited**  
**Punjab National Bank**

## NIIT DIGITAL ADVANTAGE

This programme is delivered on **NIIT Digital**- our online learning platform. From a classroom-like experience to faculty and peer chat, this multi-featured platform is sure to make learning a rich and fun experience for you.



LIVE ONLINE  
CLASSES



CLASSROOM-LIKE  
EXPERIENCE



PEER AND  
FACULTY  
CONNECT



LEARNING  
RESOURCES



ROLE PLAYS AND  
CASE STUDIES



NEAREST  
NIIT CENTER  
SUPPORT

## Course Content

<b>BFSI Industry Foundation</b>	<b>Sales Skills</b>
Overview of BFSI Industry - Banking, Financial Services, Insurance, NBFC	Demystifying Sales
Roles in demand in BFSI	Customer Orientation
Regulatory bodies	Influencing and Persuasion skills
Fintech, Digital disruptions in BFSI industry	Sales process
<b>Mid-Term Test – I</b>	
<b>Banking Products and Services</b>	<b>Insurance and Financial products</b>
Assets, Liabilities products and services	Life insurance products and services
Savings account, current account and fixed deposit	General insurance products and services
Loans and mortgages	Capital markets orientation
Need-based product pitching	Mutual funds
Customer interaction skills	NISM certification preparation and certification
Professional skills and telephone etiquettes	Compliance and Digital channels in BFSI industry
<b>Mid-Term Test – II</b>	
<b>Customer Service &amp; Relationship Management</b>	<b>Systems, operations and Financial Analysis</b>
Customer service – process and skills	Finacle practice for key Banking functions
Cross selling and upselling	Financial analysis using Excel
Customer Relationship Management	Retail branch operations
English Language skills	
Resume writing and interview preparation	
<b>Final Test – Online and Skill-based</b>	

# NIIT