

| Program: M. Com (Banking & Finance) | | | Semester: II | | |
|---|-----------|-----------|-----------------------------|--|---|
| Course: Branch Banking & Role of Branch Managers | | | Code: PGMCOMIAAEL124 | | |
| Academic Year: 2024-2025 | | | Batch: 2024-2026 | | |
| Teaching Scheme | | | Evaluation Scheme | | |
| Lectures | Practical | Tutorials | Credits | Internal Continuous Assessment (ICA) (weightage) | Term End Examinations (TEE) (weightage) |
| 60 | Nil | Nil | 04 | (60Marks) 40% | (40Marks)60% |

| | |
|------------------------------|---|
| Learning Objectives : | <ul style="list-style-type: none"> Recall the key functions and regulatory frameworks of branch banking. Explain the roles and responsibilities of branch managers in the banking sector. Utilize customer relationship management techniques to enhance customer engagement. Analyze the operational efficiency and performance metrics of bank branches. |
| Learning Outcomes : | <ul style="list-style-type: none"> Students will be able to identify and describe the essential components of branch banking operations. Students will be able to articulate the challenges faced by branch managers and the skills required for effective leadership. Students will be able to implement strategies to improve customer satisfaction and loyalty in branch settings. Students will be able to evaluate risk management practices and compliance measures within branch operations. |
| Pedagogy: | Lecture, Case Studies, Presentation. |

Detailed Syllabus: (per session plan)

Session Outline for Branch Banking & Role of Branch Managers

Each lecture session would be of one hour duration (60 sessions).

| Module | Module Content | Module Wise Pedagogy Used | Module Wise Duration |
|--------|--|---------------------------|----------------------|
| I | Overview of Branch Banking Operations 1. Introduction to Branch Banking <ul style="list-style-type: none"> Overview of Banking Systems | Lecture, Case | 15 Lectures |

| | | | |
|-----|--|-------------------------------------|-------------|
| | <ul style="list-style-type: none"> ○ Evolution of Branch Banking ○ Types of Bank Branches (e.g., Retail, Corporate) ○ Role of Branch Banking in the Financial System ○ Regulatory Framework Governing Branch Operations <p>2. Branch Structure and Operational Efficiency</p> <ul style="list-style-type: none"> ○ Organizational Structure of a Bank Branch ○ Key Functions of a Branch ○ Financial Products and Services Offered at Branches ○ Branch Performance Metrics ○ Operational Efficiency and Best Practices | Studies, Presentation | |
| II | <p>Leadership and Customer Engagement</p> <p>1. The Role of Branch Managers</p> <ul style="list-style-type: none"> ○ Role of a Branch Manager: Expectations, Responsibilities, and Challenges ○ Leadership and Management Skills ○ Staff Management and Training ○ Customer Relationship Management (CRM) ○ Branch Performance Evaluation <p>2. Enhancing Customer Experience</p> <ul style="list-style-type: none"> ○ Importance of Customer Service ○ Customer Needs Assessment ○ Service Quality Management ○ Handling Customer Complaints ○ Strategies for Customer Retention | Lecture, Case Studies, Presentation | 15 Lectures |
| III | <p>Risk, Technology, and</p> <p>1. Risk Management in Branch Banking</p> <ul style="list-style-type: none"> ○ Types of Risks in Banking Operations ○ Risk Assessment and Management Strategies ○ Compliance and Regulatory Risks ○ Fraud Detection and Prevention ○ Crisis Management in Branch Operations | Lecture, Case Studies, Presentation | 15 Lectures |
| IV | <p>Marketing Strategies</p> <p>1. Integrating Technology and Marketing</p> <ul style="list-style-type: none"> ○ Role of Technology in Banking Operations ○ Digital Transformation in Branch Banking ○ Mobile and Online Banking Services ○ Cybersecurity Measures in Branch Operations ○ Marketing Strategies for Bank Branches | Lecture, Case Studies, Presentation | 15 Lectures |

REFERENCE BOOKS

1. Ragini Agrawal, Basics of Banking Operations - Ane Books Pvt Ltd
2. Jaiswal Bimal, Banking Operation Management- Vikas Publishing House
3. ICSI Study Material

Any other information

Note: Latest edition of books may be used.