



معهد الدراسات المصرفية
INSTITUTE OF BANKING STUDIES

Accredited by

The London Institute
of Banking & Finance



CERTIFIED BANK BRANCH MANAGER

“CBBM”

GROUP 1- 2023

11 JUNE – 31 AUGUST, 2023

**TRAINING DEPARTMENT
INSTITUTE OF BANKING STUDIES, KUWAIT**





PROGRAM OVERVIEW

In the ever changing retail banking environment the role of the Bank Branch Manager is critical in ensuring the success of the bank – its reputation in the market place and profitable growth.

This Program offers a multi-faceted training approach that will lead to the awarding of the Certified Bank Branch Manager.

The awarding of the Certified Bank Branch Manager will not in itself prove that the successful participant is/or will be a successful retail Bank Branch Manager but that the successful candidate has been trained in the competencies required of a modern retail Bank Branch Manager and that these competencies combined with practical application should ensure future success.

Retail Bank Branch Management is a very demanding job with many responsibilities and requiring many competencies for success.

Within Kuwait the branch banking environment is extremely competitive and only the best managers will succeed. It is therefore essential that highly trained and motivated staff is appointed as Branch Managers.

PROGRAM OBJECTIVES

- To assist participants gain and enhance those key competencies (knowledge, skills and attitude) which will enable them to fulfill the role of a Retail Banking Branch Manager.
- The successful participants will be required to demonstrate that they have acquired and are able to satisfactorily utilize the following:
 - 1- Management and Leadership Competencies (in a bank branch context)
 - 2- Banking Business Related Competencies
 - 3- Risk Assessment (Branch) Competencies



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- 4- Digitalization
- 5- ESG. and Sustainable Finance
- 6- Effective Marketing and Selling Competencies

PROGRAM METHODOLOGY

These competencies will be acquired and ‘tested’ within the context of a series of training programs delivered through workshops, hybrid (face to face & virtual) learning and practical exercises.

PROGRAM ACCREDITATION

This program is recognized by the London Institute of Banking & Finance “LIBF” in UK. For more information, please visit their website: www.libf.ac.uk

PROGRAM CONTENTS

As per attached schedule.

E-LEARNING COURSES

A list of selected E-learning courses will be provided after ending all modules to be completed.



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PROGRAM ADMINISTRATION

Eligibility for Admission

Education: University degree holder

Working Experience: Working in the banking sector with minimum 5 years' experience in the field of Operations /Branches or similar

English Language: Fluency in both written and oral communication

- Pass the English placement test at KIBS (for Non CABBM holders)

Bank's Recommendation: The bank should recommend the candidate for the program.

- Be CABBM holder (preferable)
- This Certificate is dedicated to Emerging Leaders (Managers)

ENGLISH PLACEMENT TEST

On 4 June 2023 at IBS premises 12:30 PM – 13:30 PM.

English placement test fees: KD 10/- per participant

PROGRAM DELIVERY AND TIMING

- The program will be conducted in class at the Institute of Banking Studies as per the attached schedule, but we may conduct one or more modules virtually.
- All modules will be held from 08:30 am to 03:30 pm.



EXAMS

This Program has 13 modules which will be subject to examination. The participant must obtain a minimum of 70% mark to progress to the next module (some modules don't have exams). There will be no re-sits, make up Exams, etc.

- Exams will be conducted at the Institute of Banking Studies
- E-learning content will be provided & it's pre- requisite to complete the program

ATTENDANCE

- Attendance at every session of the module is essential for certificate issue.
- 5 days absent during the entire Program is allowed at the discretion of the IBS, non-adherence will result in that the participant will not be eligible to continue the program.

PUNCTUALITY

Punctuality, participation, quality input, initiative, teamwork, etc. will, where appropriate, be reported upon.

LANGUAGE

The program modules shall be presented in English language.



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GENERAL

Final decision making in all matters relating to this Program will remain with the Institute of Banking Studies.

LAST DATE FOR NOMINATION

Nomination forms need to be sent to KIBS by June 1, 2023.



CBBM-2023 (G1)

No.	Program Title	# of Days	# of Hours	Start Date	End Date	Timing	Exam Date
M1	Business of Modern Banking	2	12	11-June-23	12-June-23	8.30am-3.30pm	15-June-23
M2	Business Ethics & Compliance	2	12	18-June-23	19-June-23	8.30am-3.30pm	22-June-23
M3	Workshop(How to Manage People / Team)	2	12	2-July-23	3-July-23	8.30am-3.30pm	No Exam
M4	Marketing of Bank Products	3	18	4-July-23	6-July-23	8.30am-3.30pm	9-July-23
M5	Effective Sales Management	3	18	11-July-23	13-July-23	8.30am-3.30pm	16-July-23
M6	Digital Banking	3	18	17-July-23	19-July-23	8.30am-3.30pm	23 -July-23
M7	Financial Data Management (Data Analytics & Sourcing)	3	18	25-July-23	27-July-23	8.30am-3.30pm	30-July-23
M8	KRI = Key Risk Indicators	3	18	1-August-23	3-August-23	8.30am-3.30pm	6-August-23
M9	Customer Service Quality	3	18	8-August-23	10-August-23	8.30am-3.30pm	13-August-23
M10	Workshop (Customer Relationship Management)	4	24	14-August-23	17-August-23	8.30am-3.30pm	No Exam
M11	Crisis Management	3	18	20-August-23	22-August-23	8.30am-3.30pm	24-August-23
M12	Workshop (EQ Insights for People Management)	3	18	27-August-23	29-August-23	8.30am-3.30pm	No Exam
M13	ESG and Sustainable Finance	2	12	30-August-23	31-August-23	8.30am-3.30pm	3-September-23
Total		36	216				



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FOR INQUIRIES & REGISTRATION

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