

**SANT HIRDARAM GIRLS COLLEGE**  
**DEPARTMENT OF COMMERCE**  
**CERTIFICATE PROGRAMME IN BANKING FINANCE AND INSURANCE**

**COURSE OBJECTIVES**

Certificate program in Banking finance and Insurance (CPBFI) In association with Bajaj Finserv Bajaj Finance Limited is a Non-Banking Finance Company registered with Reserve Bank of India. FINSERV, as part of its Corporate Social Responsibility (CSR) activities, desires to create employment opportunities for educated youth in the Banking, Finance and Insurance Sector through a customized training programme encompassing product knowledge, communication and other soft skills, which is expected to benefit fresh graduates especially those belonging to economically weaker sections of the

**COURSE OUTCOME**

Students know the effects of the main policy tools and understand how central banks affect the financial system and the economy more generally and the role they have played in the financial crisis.

- To know about the structure of Life Insurance Corporation.
- Able to distinguish various Life Insurance Plans.
- To understand the concept of ULIP and Group Insurance.
- To understand the process of life Insurance documentation.
- Able to know the policy claim procedure.
- To express their opinions about banking and insurance in written and oral form, based on the basic knowledge and skills they acquire,

# COURSE MODULE/CONTENT

## CPBFI

### CPBFI Courses and Structure

ATTITUDE	KNOWLEDGE	
<b>Course 1: Managing Self - SwaRoop</b>	<b>Course 3: Overview of Retail Banking</b>	<div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;"> <b>Classroom Only</b> </div> <div style="text-align: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Banking <b>24</b> hours <b>8</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Insurance <b>24</b> hours <b>8</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Communication <b>36</b> hours <b>12</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Managing Self <b>12</b> hours <b>2</b> days</div> <p><b>96 hrs over 30 days</b></p> </div>
SwaRoop orientation My Self Self-belief - staying assertive Mind-body connections and Self-talk What are emotions Regulating emotions What is belief ABC Principle of REBT Rational and irrational beliefs Decision making Daily challenges	Introduction to Banking Introduction to Branch Banking Customers and Their Needs Overview of Banking Products Liability Products Asset Products Third Party and Fee-based Products Business Development Transaction Processing Customer Service Compliance and Ethics Future of Banking Inclusive Banking Introduction to NBFCs Overview of Corporate Banking Banking and Me	
<b>SKILLS</b>	<b>KNOWLEDGE</b>	
<b>Course 2: Communication and Workplace Skills</b>	<b>Course 4: Overview of Insurance</b>	<div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;"> <b>Online Only</b> </div> <div style="text-align: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Banking <b>24</b> hours <b>12</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Insurance <b>24</b> hours <b>12</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Communication <b>36</b> hours <b>18</b> days</div> <div style="border: 1px solid #ccc; border-radius: 50%; padding: 5px; width: 40px; margin: 0 auto;">Managing Self <b>12</b> hours <b>4</b> days</div> <p><b>96 hrs over 30 days</b></p> </div>
What is communication Goals and barriers in communication Modes of communication Listening skills and empathy Non-verbal expression skills Summarisation skills Effective communication Use of language in communication Spoken communication Telephonic communication Written communication Giving and receiving feedback Saying and taking NO Persuasion and influencing skills Working in teams Group discussion skills Goals and targets at workplace Representing self Job interview techniques Job interview demonstration	Need for Insurance Evolution of Insurance Overview of an Insurance Company Overview of Retail Insurance Products Overview of the Companion Products Overview of Insurance Distribution Channels Selling Insurance Insurance Operations Customer Service Ethics and Compliance in Insurance Future of Insurance Inclusive Insurance Profitability Drivers for Insurance <div style="background-color: #ff6600; color: white; padding: 2px; text-align: center; font-weight: bold;">                     Mock interviews by corporate recruiters                 </div>	

**COURSE FEES- INR 1000**

**DURATION OF COURSE-96 HOURS**