



PRESENTS

ELEMENTARY DIGITAL BANKING CERTIFICATION COURSE



Introduction

The twenty first century has brought with it rapid changes in technology. Wide penetration of smart mobile phones, data speeds of over 1 gbps, Big Data, Artificial Intelligence, Chatbots, Blockchain et al has permanently altered the daily lives of the modern societies around the world. This has led to customers expecting even demanding superior experience from various service providers and banks are no exception. Nimble footed fintech startups are easily treading into the turf guarded hitherto by the banks and taking customers away with the promise of faster, better, cheaper products and services. In order to be able to remain relevant in these changing times banks need to ensure that they are prepared to adopt the latest cutting edge technology and adapt themselves to the newer ways of doing things.

This course is designed to expose the participants to the new banking paradigms being brought about due to these emerging technologies. It also intends to make them aware of how the banks world over are embracing these changes to continue to win their customers' confidence and share of the wallet.

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Course Outline

Program Details

Level (Low/Mid/Senior/High)	Mid Level Management
Duration	4 days including presentations and eTest
Target Audience	Bank Staff from Retail Banking, Commercial Banking, IT Divisions who are desirous of making a career in Digital Banking, Fintech, Payments and e Commerce in a bank
Program Takeaways	The participants are expected to have gained basic understanding of the following Business Process Automation Digital Channels Online marketing and Promotion New Emerging Financial Technologies Payment and Settlement Systems and e Commerce
Contents	<ol style="list-style-type: none"> 1. What, Why and How of Digitization 2. Building, Maintaining and Harnessing Digital Channels to drive their core business objectives 3. Introduction to Big Data, Business Intelligence, Artificial Intelligence, Chatbots 4. New Age Interoperable Payment Systems and eCommerce
Program delivery	Lecture, Case-studies, Demo Videos, Discussion/interaction,
Date, Time & Venue	4th to 7th September 2018 (9:30 am to 5:00 pm), NBI Hall, Kathmandu
Facilitator	<p>A Masters in International Business, Anshuman has a combined experience of over two decades. In the earlier part of his career he worked in industries and domains like textiles, homewares and international business consulting. Being an early adopter of technology he took no time in understanding the true potential of the coming digital revolution and co-founded one of the world's first citizen journalism powered news portal in 2005. This led the way to him successfully heading and growing a digital agency and heading internet banking and E-commerce at a leading Indian private bank. His most recent assignment was as a COO of a leading E-commerce enabling services firm.</p> <p>Anshuman brings on board, a great understanding and delivery capabilities in the areas of digital banking processes, customer on-boarding, activation and engagement, UI/UX, strategic partnerships, digital marketing and branding.</p>



Mr. Anshuman Misra

Course Outline

Day 1 (4th September 2018)

Time	Details
9:30 am to 9:45 am	Introduction
9:45 am to 11:00 am	Session I Driving Business by Adopting Digital and Online Marketing
	Tea Break (15 minutes)
11:15 am to 12:45 pm	Session II Driving Business by Adopting Digital and Online Marketing
	Lunch Break (45 minutes)
1:30 pm to 3:00 pm	Session III Driving Business by Adopting Digital and Online Marketing
	Tea Break (15 minutes)
3:15 pm to 4:45 pm	Session IV Building, Maintaining and Running Digital Channels to Drive Business Growth

Day 2 (5th September 2018)

9:30 am to 11:00 am	Session V Building, Maintaining and Running Digital Channels to Drive Business Growth
	Tea Break (15 minutes)
11:15 am to 12:45 pm	Session VI Building, Maintaining and Running Digital Channels to Drive Business Growth
	Lunch Break (45 minutes)
1:30 pm to 3:00 pm	Session VII Data Warehouse, Business Intelligence, Analytics, Big Data, Cross Sell
	Tea Break (15 minutes)
3:15 pm to 4:45 pm	Session VIII Data Warehouse, Business Intelligence, Analytics, Big Data, Cross Sell

Course Outline

Day 3 (6th September 2018)

9:30 am to 11:00 am	Session IX Data Warehouse, Business Intelligence, Analytics, Big Data, Cross Sell
	Tea Break (15 minutes)
11:15 am to 12:45 pm	Session X Payments and e Commerce
	Lunch Break (45 minutes)
1:30 pm to 3:00 pm	Session XI Payments and e Commerce
	Tea Break (15 minutes)
3:15 pm to 4:45 pm	Session XII Clarification of Residual Queries and Doubts, Conclusion of the Course
4:45 pm to 5:15 pm	Briefing for Presentations and e Tests for the participants

Day 4 (7th September 2018)

9:30 am to 11:00 am	Session XIII Individual Presentations by the participants; 10 to 12 minutes per participant, 30% weightage for the presentation
	Tea Break (15 minutes)
11:15 am to 12:45 pm	Session XIV Individual Presentations by the participants; 10 to 12 minutes per participant, 30% weightage for the presentation
	Lunch Break (45 minutes)
1:30 pm to 3:00 pm	Session XV Individual Presentations by the participants; 10 to 12 minutes per participant, 30% weightage for the presentation
	Tea Break (15 minutes)
3:15 pm to 4:45 pm	Session XVI e Test : MCQ Type, 100 Questions, 1 mark for every correct answer, - 0.25 for every wrong answer, 70% weight for e Test
4:45 pm to 5:30 pm	Declare Scores and Issue Certificates