



# What are your career goals this year?

- ✓ Master new-age banking skills
- ✓ Learn from the best & get mentored by an industry expert
- ✓ Network with leaders & other like-minded professionals
- ✓ Land your dream job in the dynamic banking industry

POST GRADUATE PROGRAM IN

# NEW AGE BANKING



Case Study Partners:



# Program Highlights

The Post Graduate Program in New Age Banking is a comprehensive 400+ hour program that provides aspirants with in-depth exposure to the new way to bank. Over the course of 5 semesters, students will gain an in-depth understanding of finance basics, corporate & retail banking, compliance and regulation and fintech through classroom training and hands-on case studies. This practical learning methodology will enable aspirants to take on operations and sales roles at leading banks, NBFCs and fintech firms.

## CURRICULUM



### CASE STUDY-BASED

Real-world case studies to tackle practical business problems & develop critical thinking skills



### INDUSTRY-ENDORSED CURRICULUM

Holistic, case-study driven curriculum designed by the industry to ensure job readiness

## INDUSTRY CONNECT



### INDUSTRY MENTORSHIP

Dedicated industry leaders to guide you through any academic and career related queries



### IMARTICUS IMMERSION

Exchange ideas and interact with industry experts at Imarticus' alumni networking events

## EMPLOYMENT ASSISTANCE



### CAREER SERVICES

Supercharge your employability through mock interviews & resume building by industry experts



### PLACEMENT ASSURANCE

Guaranteed interview opportunities at leading retail & corporate banks, and Fintech firms

## TECH ENABLED



### SMART CLASSROOM

Learning via technologically-enhanced classroom training, supplemented by live lecture recording



### LMS

Exclusive access to the Imarticus' learning portal for learning & networking opportunities

## CASE STUDY-BASED

Our case studies are developed in partnership with both industry leaders and innovative disruptors to develop your understanding of businesses in various stages of their life cycle. Each case study covers a different aspect of the curriculum giving you not just theoretical knowledge but an in-depth understanding of how an actual business works. The cases will make you think deeply about strategy, sales, operations, regulation and other functions in the banking sphere.

**NAMASTE CREDIT**

Understanding and analysis of different types of business models for credit marketplaces

Analysis of mindset and process changes in moving from traditional to technology driven operations

**LendenClub**

Understanding the dynamic regulatory landscape governing P2P lenders

Strategy to maximize competitive advantage in the context of the regulatory environment

**PayU**

Analysis of the change in dynamics in the payments industry with UPI 2.0

Challenges of an incumbent leader to maintain its competitive edge

**eduvanz**  
Making Education Accessible

Analysis of a prospective client's business and needs

Develop an appropriate selling strategy

### ABOUT COMPANIES

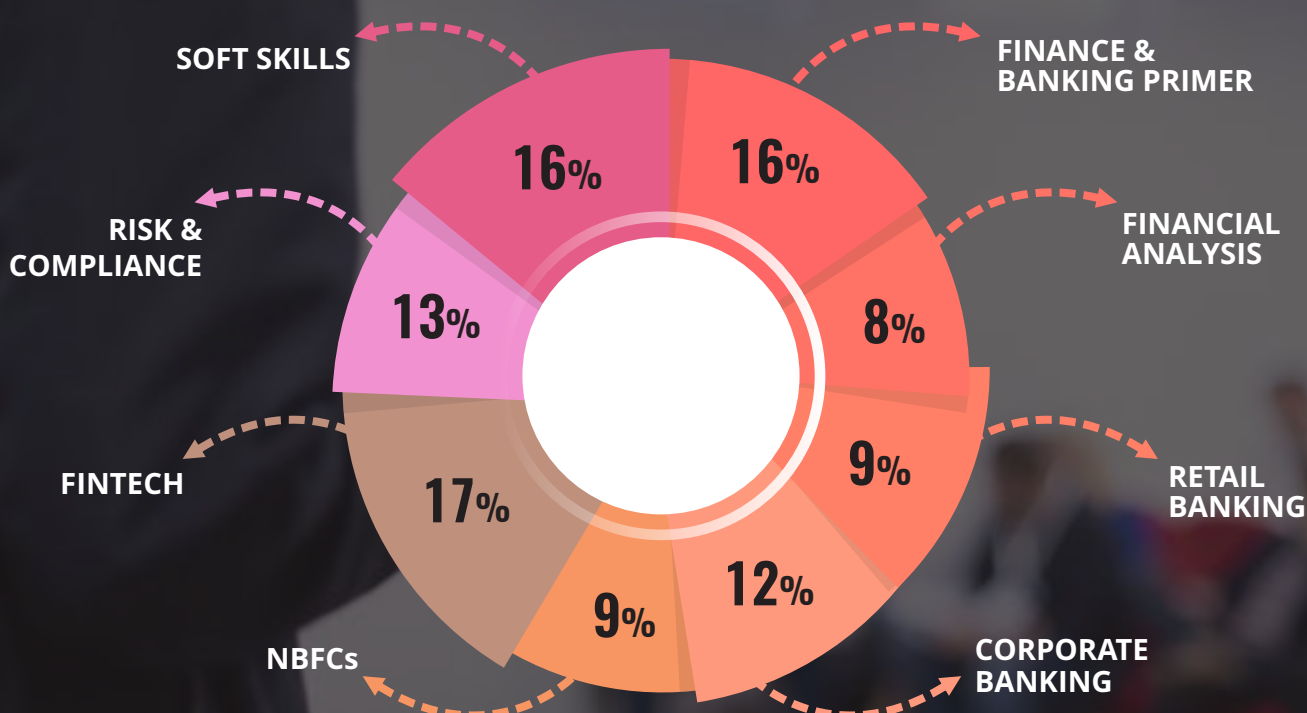
Namaste Credit is an online lending marketplace for small-and-medium enterprises

LenDenClub is one of the fastest growing peer-to-peer (P2P) lending platforms in India

PayU is a fintech company that provides payment technology to online merchants

Eduvanz is a new-age digital finance company that provides education loans

## COMPREHENSIVE COVERAGE



# TRAINING METHODOLOGY

## INSTRUCTION

### LIVE CLASSROOM LECTURES WITH INSTRUCTOR VIDEOS



Live classes with our expert faculty supplemented by engaging HD videos to deep dive into each topic.

#### Benefits:

- In-depth understanding of concepts
- Real-time interaction & query resolution
- Hands-on experience

#### Used for:

Live instruction by expert faculty and hands-on practice in our labs.

## REINFORCEMENT

### CASE STUDIES WITH OUR INDUSTRY PARTNERS



Live instructor-led virtual classes on weekends to gain practical insights through guest lectures & case studies.

#### Benefits:

- Develops practical know-how & business understanding
- Tackle subjects & questions outside the remit of the course
- Build social & collaborative learning skills

#### Used for:

Learning real-world applications of key tools and frameworks using case studies.

## ASSESSMENTS

### QUIZZES, ASSIGNMENTS & EXAMS



Work on quizzes and assignments to test your knowledge through the LMS, along with mock interviews & exams.

#### Benefits:

- Gauge your progress throughout the program
- Identify areas of improvement and learning gaps
- Build confidence for the program's placement phase

#### Used for:

Ensuring consistent progress over the course of the program and preparing for placements.

## INDUSTRY-ENDORSED CURRICULUM

### SEMESTER 1

#### FINANCE PRIMER

#### MACROECONOMICS

Finance and Financial Sector | Economic System | Economic, Industrial and Company Analysis

#### FINANCE

Market Microstructure | Financial Products | Different Asset Classes | Wealth Management | Other Investments

#### FINANCIAL ANALYSIS

Reading Financial Statements | Ratios | Ratio Analysis and Consolidation | Credit Analysis | Credit Management in Banks and NBFCs

#### FINTECH BASICS

Introduction to Fintech | Breaking the Financial Services Value Chain | The Future of Fintech

### SEMESTER 2

#### RETAIL AND CORPORATE BANKING AND NBFCs

#### BANKING PRIMER

Introduction to the Banking System | Tech Trends in Banking

#### RETAIL BANKING

Retail Banking | Deposit Products & Operations | Retail Lending – Loan Products & Operations | Other Products and Services | Mobile Banking | Internet Banking | POS Terminals | Branchless Banking

#### CORPORATE BANKING

Introduction to Corporate Banking | Debt Products | Liability Products | Working Capital | Trade Finance | Trade Finance Products | Forex Sales and Operations | INCOTERMS 2010 | Treasury Products | International Payments | Fintech in Corporate Banking

# INDUSTRY ENDORSED CURRICULUM

## SEMESTER 2

### NBFC

Overview of Non-Banking Financial Companies (NBFC) | Products, Classification, Funding | Sourcing Channels | Credit Underwriting | Collection | Digital Innovations in NBFCs

## SEMESTER 3

### FINTECH DEEP-DIVE

#### FINTECH FOR MANAGING CAPITAL

Access to Capital | Settlement of Capital | Allocation of Capital

#### BLOCKCHAIN DEEP-DIVE

Blockchain and Cryptocurrency | Cryptocurrencies | Use Cases in Financial Services

#### ANALYTICS DEEP-DIVE

Overview of Analytics | Intro to Machine Learning | Use Cases in Financial Services

#### RPA DEEP-DIVE

Robotic Process Automation: A Primer | RPA the Road Ahead | Use Cases in Financial Services

## SEMESTER 4

### RISK MANAGEMENT & COMPLIANCE

#### RISK MANAGEMENT

Banking Risks and Types | Liquidity Risk | Market Risk | Credit Risk | Operational Risk

#### REGULATORY FRAMEWORK

Client Onboarding | Anti-Money Laundering | Fundamentals of Risk and BASEL III | Regulatory Framework and Compliances | Compliance in Banking | Regtech | The Evolving Relationships in the Ecosystem

## SEMESTER 5

### JOB READY MARKET SKILLS

#### SOFT SKILLS

Communication Skills | Business Writing Skills | Global Guide to Business Etiquette

#### SALES

Customer-Centricity | Sell Like a Pro | Strategic Selling | Negotiation Skills | Handling Challenging Customers

#### JOB-READY SKILLS

Excel | Resume Writing | Interview Preparation - HR | Interview Preparation - Domain | Mock Interviews - HR and Domain



## MENTORSHIP

A dedicated student engagement manager and an industry mentor with over a decade of experience will guide you on the most suitable career path based on your skills and interests and resolve your career-related queries throughout your learning journey with Imarticus.

They will help you with:



### ACADEMIC ASSISTANCE

- Provide unparalleled 1:1 support and guidance
- Help execute in-class assignments and case studies
- Discuss and identify learning gaps and offer solutions such as refresher sessions and one-on-one project feedback



### CAREER ASSISTANCE

- Maintain close interaction with students during the career assistance and placements phase of the program
- Talk you through industry insights and best practices
- Provide you with interview tips and job search advice



### MONITOR PROGRESS

- Set learning goals
- Discuss your progress status with trainers and other industry mentors on a regular basis to ensure consistent advancement

RESEARCH SHOWS THAT THROUGH MENTORSHIP YOU ARE:

**20%**

more likely to get a raise

**5x**

more likely to get promoted

Source: **Forbes**

## IMARTICUS IMMERSION

Imarticus Immersion is an industry-driven networking event that we organize for our students to provide them with an opportunity to:



Network with  
industry veterans



Gain valuable  
insights from  
industry speakers



Connect with  
Imarticus'  
alumni group



Participate in the  
batch convocation  
ceremony

## CAREER SERVICES

The Career Assistance Services (CAS) team works hand in hand with you from the first placement session during the program launch right until the final mock interviews on course completion. We thoroughly prepare you to be interview-ready and ensure you land your dream job.



## PLACEMENT PARTNERS

 Deutsche Bank	<b>DCB BANK</b>	 <b>RBS</b> The Royal Bank of Scotland	 <b>ICICI Bank</b>	 Birla Sun Life Insurance
 <b>SBI</b>	 <b>RELIANCE</b> Capital	 <b>HDFC BANK</b> We understand your world	<b>J.P.Morgan</b>	 <b>AXIS BANK</b>
 <b>BARCLAYS</b>	 <b>Lendden</b> club	 <b>Standard Chartered</b>	 <b>BNP PARIBAS</b>	 <b>PayU</b>
 <b>citibank</b>	 <b>YES BANK</b>	 <b>kotak</b> Kotak Mahindra Bank	<b>NAMASTE CREDIT</b>	 <b>MOTILAL OSWAL</b>

and more...

## DIVERSE JOB ROLES

Students will receive placement opportunities across diverse job roles at leading retail & corporate banks, and Fintech firms with an average salary of 3 – 7 lakhs per annum.



### FRONT OFFICE

- Relationship Manager
- Account Manager
- Acquisition Manager
- Channel Manager
- Product Manager



### MIDDLE OFFICE

- Credit Analyst
- Portfolio Monitoring Manager
- Customer Support Manager
- Post Sales Manager
- Client Servicing Manager



### BACK OFFICE

- Business Analyst
- Banking Operations Manager
- Compliance Analyst
- Treasury Analyst
- Collections Manager

## CERTIFICATION

On completion of the Post Graduate Program in New Age Banking, aspirants will receive an industry-endorsed Certificate of Achievement.





## SMART CLASSROOMS

# Never Miss a Class!

All your lectures and classes are recorded and archived in our state-of-the-art learning management system. The lectures are then made available to our students to enable them to refer to the lectures and brush up on challenging concepts.

### **BENEFITS:**

- Digitally enhanced learning experience
- High quality HD smart lecture recording system (get access to recorded lectures in HD quality)
- Access recordings anytime anywhere

## LEARNING MANAGEMENT SYSTEM

Our postgraduate students receive exclusive access to our hi-tech learning management system (LMS) that ensures a seamless self-paced online learning experience.



### **KNOWLEDGE REPOSITORY**

24/7 access to high-quality self-paced videos curated by industry leaders



### **SELF-PACED LEARNING**

Anytime access to all your recorded lectures, presentations and study material



### **TRACK YOUR PROGRESS**

Track and monitor your learning curve for the duration of the course



### **HONE YOUR SKILLS**

Work on quizzes and assignments to test your knowledge through the LMS



### **OFFLINE LEARNING**

Download all your lectures and study material and learn anytime, anywhere!

## FACULTY

Our teaching staff comprises specialists and working professionals from renowned Financial Services and Analytics firms such as JP Morgan, Nomura, Genpact, Accenture, Citibank and Barclays and possess over 150 years of combined domain expertise that ensures your learning is industry-relevant and extremely job-specific.

4.7

Overall Rating

4.6

Experiential Learning  
& Practicality

4.8

Presentation Skills &  
Delivery

4.7

Enthusiasm for the  
Subject

4.7

Course Preparation  
& Organisation



### **JYOTI THIMMAPPAIAH** | Customer Service, Retail Banking, Target Orientation

Jyoti has over 14 years of banking experience in various positions of increasing responsibility. She has worked for e-serve international ltd. As the regional manager and later moved on to HDFC Bank for 8 years as deputy vice president, where she was responsible for ensuring that the prescribed service excellence standards and business goals of the unit are consistently achieved for over 300 staff members. She has also won various hr awards for the best revenue generator for the insurance business. Her areas of specialization are customer service, retail banking, target orientation, and sales management. Jyoti is an M.Com in banking from KSOU, Mysore.



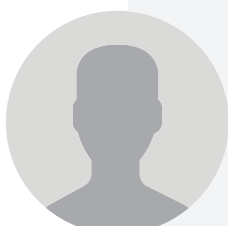
### **SAGAR PANDYA** | Credit Risk, Credit Rating & Credit Analysis

Sagar has a total of 8 years of experience training experience in the areas of credit risk, credit rating & credit analysis. He has imparted training on banking, insurance, broker dealer and other NBFIS, as well as in FMCG domain along with corporate reporting in data mining and business intelligence in RDBMS. He has worked across multiple business domains such as manufacturing, retail, banking and insurance and has experience with large-scale, distributed systems design and development with strong understanding of Big Data and Hadoop.



### **AJITH WALIYA** | Experience in Sales, Marketing and Product Management

Ajith has 10+ years of experience in sales, marketing and product management of financial products. He has previously worked as investment advisor. Equities & private banking at HDFC Bank; sales manager: structured products, fixed income products, real estate portfolios and mutual funds at ICICI Prudential Asset Management Company; and relationship manager for salary accounts at ICICI Bank, as well as senior manager – sales for ING Investments Pvt. Ltd. He currently leads imarticus' training on banking and wealth management across the south region.



### **SIDDHARTHA SHARMA** | Retail Banking, Corporate Banking, Expertise in Loans and Asset Products

A career banker with 13+ years of experience in retail assets and liabilities at leadership level. In-depth understanding of retail asset products like home loans, loans against property, loan against gold, and banking products propositions like CMS and corporate linked products. End-to-end understanding of retail asset products ranging from product sourcing or origination of product to credit appraisal and even collections and resolution of NPAS. Sound understanding of legal and business eco-system along with accurate estimation of competition.

# INDUSTRY LANDSCAPE

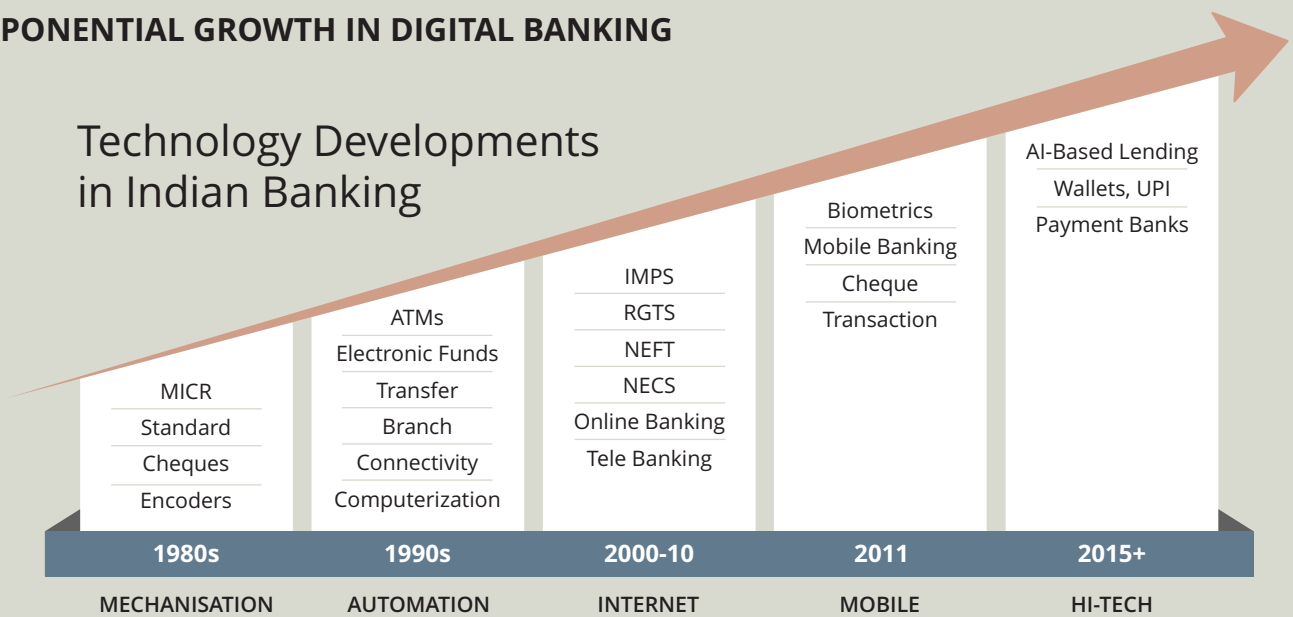
## BANKING SECTOR IN INDIA

### ADVANTAGE INDIA

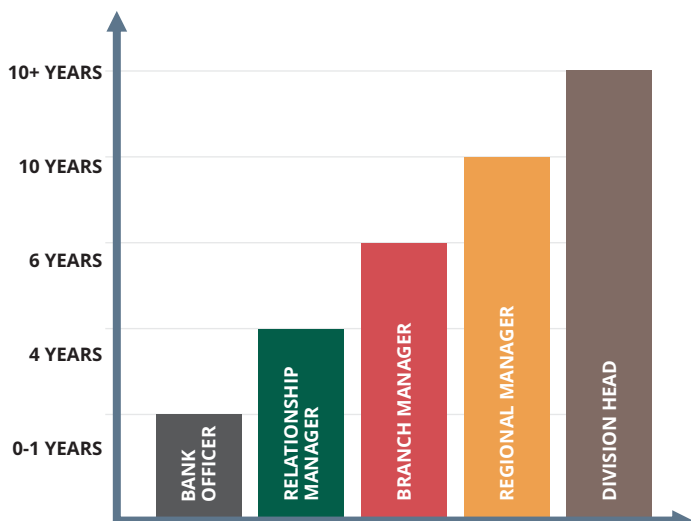
ROBUST DEMAND	INNOVATION IN SERVICES	BUSINESS FUNDAMENTALS	POLICY SUPPORT
<ul style="list-style-type: none"> <li>→ Increase in working population and growing disposable income will raise the demand of banking and related services.</li> <li>→ Rural banking is also expected to increase in the future.</li> </ul>	<ul style="list-style-type: none"> <li>→ Mobile banking, internet banking and various extensions of facilities in the ATM station will improve the operational efficiency.</li> <li>→ Under Jan Dhan over 300 mn accounts opened and 200 mn rupay card issued.</li> </ul>	<ul style="list-style-type: none"> <li>→ Healthy business fundamentals can be reflected through high interest margins.</li> </ul>	<ul style="list-style-type: none"> <li>→ The industry has healthy regulatory oversight along with credible monetary policy by the Reserve Bank of India (RBI).</li> </ul>

## EXPONENTIAL GROWTH IN DIGITAL BANKING

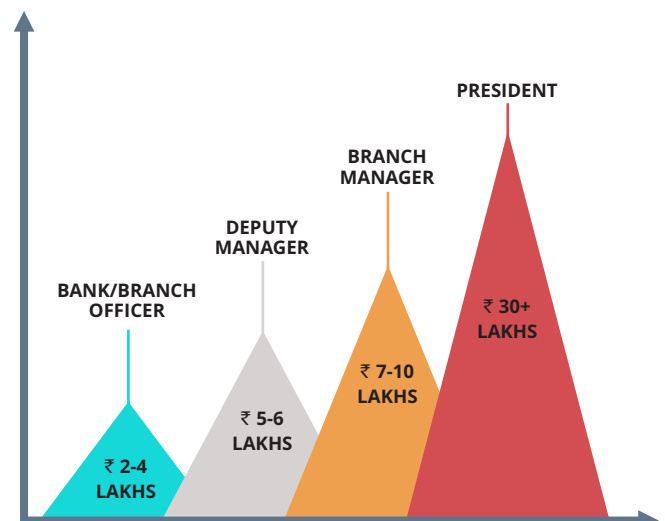
### Technology Developments in Indian Banking



### CAREER TRAJECTORY



### AVERAGE SALARY



# Student Reviews

*Joining Imarticus was the 1st step towards my successful career. Recently I received an award for my good performance as a Relationship Manager at HDFC Bank. After completing my education, I had been trained by the efficient and knowledgeable trainers of Imarticus Learning. They taught me the right tools and skills I needed to launch my banking career. It is only due to Imarticus' invaluable training that I have won an Award for Best Employee at HDFC Bank.*

**- Mona Sharma**

Placed at :   
We understand your world

*I have been placed in the Guarantees Department. The post graduate program in new-age banking was very useful. The subjects covered in the program were comprehensive and had numerous real-world projects and case studies that proved invaluable when I landed a job at HDFC. My trainer was an expert in every aspect of the banking industry and was able to provide assistance during the placements.*

**- Rutika Ajgaonkar**

Placed at :   
We understand your world

## Admission

The PGP in New Age Banking is ideal for students and professionals who are interested in working in the banking and financial services industry and are keen on enhancing their skills with exposure to cutting-edge practices.

### ELIGIBILITY

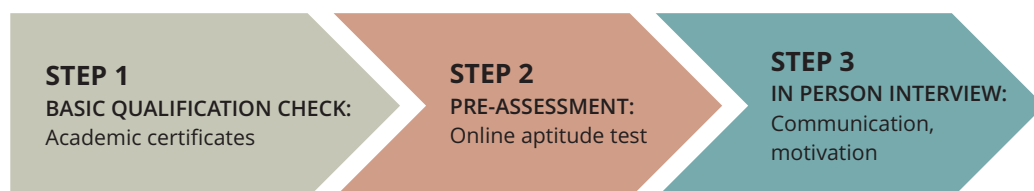
#### Recent Graduates:

Graduates in any specialization who want to build a career in banking.



















#### Professionals:

Professionals looking to transition into the new-age banking domain.

### ADMISSION PROCESS



### OUR CAMPUSES

 <b>MUMBAI</b>  +91 8929129624	 <b>THANE</b>  +91 9319746164	 <b>PUNE</b>  +91 8433905205
 <b>BANGALORE</b>  +91 8971729953	 <b>AHMEDABAD</b>  +91 8980682998	 <b>HYDERABAD</b>  +91 40 4712 3308/09
 <b>CHENNAI</b>  +91 9789879741	 <b>GURUGRAM</b>  +91 8448984141	 <b>DELHI</b>  +91 8448584775

**FOR ONLINE DELIVERY INQUIRIES: 1-800-267-7679**

