

# Nurturing Connections Through Client Centricity



## Relationship Management Program

A short-term course.

# Manipal Academy Of BFSI

Established in 2008, Manipal Academy of BFSI, a UNext Learning entity and part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for both freshers and experienced professionals in traditional operations, sales, and new-generation roles within the banking, financial services, and insurance sectors.

With a focus on innovation and learner-centricity, Manipal Academy of BFSI offers a wide range of programs designed to equip individuals with the skills and knowledge to thrive in the BFSI industry. Today, the academy of BFSI annually trains over 15,000 BFSI industry professionals for its partners.

With our expertise and deep understanding of market needs, our goal is to create the leaders of tomorrow and build a top-notch workforce for the BFSI industry.

**17+** Years of Legacy

**1 in 5** Bankers in India are Our Alum

**2,00,000+** Professionals Trained

**1,00,000+** First-Time Professionals Trained

**50+** Client Partnerships

**4000+** Case Studies

**220+** Experienced Faculty





# Relationship Management

## PROGRAM HIGHLIGHTS

In the dynamic world of BFSI, success isn't just about transactions—it's about trust. Our Relationship Management Program is designed to equip freshers, young professionals and existing bankers with skills to build meaningful, long-term client relationships.

## What sets us apart?

A customer-first approach. Our curriculum goes beyond the basics, training students in sophisticated communication skills, a client-centric mindset, legal know-how, and in-depth product knowledge. Through expert-led learning and real-world simulations, our graduates master the art of understanding client needs, delivering tailored solutions, and fostering loyalty. As banking evolves in the digital age, relationship managers will remain the vital human connection that builds trust and accelerates growth.



# Program Pedagogy

## LEARNING BY DOING

We employ experiential learning methodologies to give students real-world knowledge.

### Case Study Learning

Relationship management, problem solving and practical execution, learned through case studies and scenario analysis.



### Collaborative Learning

Developing team spirit and sharpening soft skills via group presentations, classroom quizzes and peer-to-peer learning.



# Program Overview

## A detailed, fast-paced curriculum.

Our program focuses on developing communication skills & technical prowess, so our students expertly manage connections with High-Net-Worth Individuals (HNWI), Ultra High-Net-Worth Individuals (UHNWI) and MSME clients.

### HNI AND UHNI RELATIONSHIP MANAGEMENT MODULE



Advanced Wealth Management Knowledge



Global Investments & Forex Advisory



Credit and Lending Solutions



Digital Tools & AI-Driven Insights



Client Relationship & Soft Skills



Compliance, Ethics, Regulations and More

### MSME MANAGEMENT MODULE



MSME and Commercial Banking Fundamentals



Credit and Lending Solutions



Trade Finance & Forex Advisory



Digital Banking & Receivable Management



Treasury and Cash Flow Solutions



Client Relationship Management & Advisory Skills



Regulatory Framework & Compliance

# Learner Program Fit

Who is this  
program for?



New Graduates &  
Entry-Level Professionals



Existing Employees  
In The Banking Industry



Relationship Managers  
Looking To Upskill

To nurture next-gen  
relationship managers in  
your enterprise, drop us an  
email today.



[connect@u-next.com](mailto:connect@u-next.com)



**u**next



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