



# TRANSFORM. ELEVATE. NURTURE.

Shaping The Future Of BFSI Talent, Together.

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## About Manipal Academy of BFSI

Established In 2008, Manipal Academy of BFSI, a UNext Learning entity and a part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for Freshers and Existing Professionals, in traditional operations, sales, and new-gen roles for the banking, financial services, and insurance sectors.

## Our Impact Over The Years



## Challenges In Hiring & Training: BFSI Sector





## Our Solutions

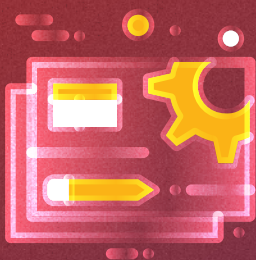


### **First-Day-First-Hour Productive Workforce**

Acquire effective core skill, communication skills and improved inter-personal relationship management skills.

### **Lower Cost Of Hiring & Training**

Eliminates need to hire expensive resources and investing time & money into training.

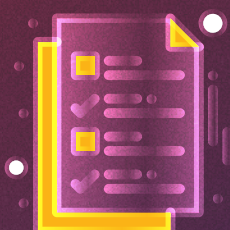
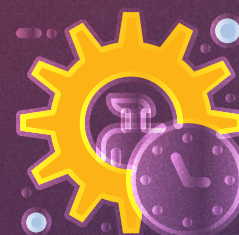


### **Program Customised To Business Needs**

Complete flexibility to design curriculum as per organisation's preferences of content and program duration.

### **Academic Program Coupled With Projects**

Ensures students are hands-on and productive from day one.



### **Reduced Attrition**

Program designed to build strong cultural & team connections. Financial modelling of loan repayment in our flagship offering also helps reduce attrition.

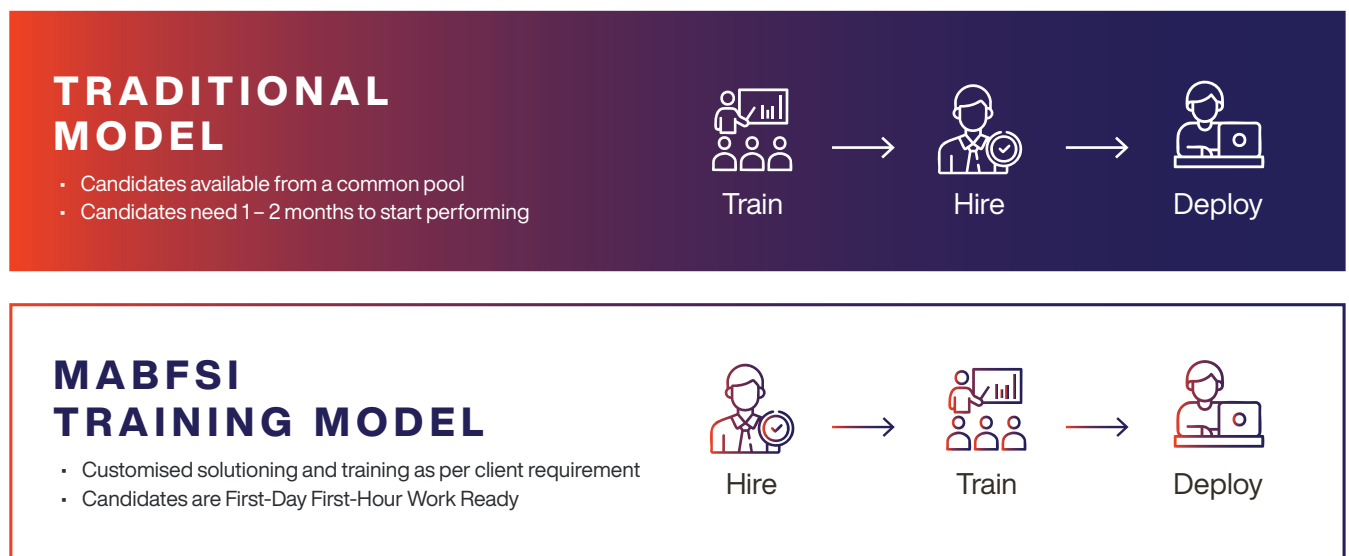


# The Manipal Academy of BFSI Way



## Talent Fulfilment Solutions

Enabling Organizations to Build a Stream of First-Day, First-Hour Productive Talent



# Strategic Talent Pipeline

Building a sustainable talent pipeline for the future of BFSI

Manipal Academy of BFSI builds a pipeline of highly skilled, job-ready BFSI professionals through its comprehensive one-year Post Graduate Diploma program. The program, in partnership with the client, is designed to deliver talent that meets their specific needs and drive the business forward.



**4 Months**  
On Campus



**2 Months**  
Internship



**6 Months**  
On-The-Job

## Program Overview:

- 4 Months** – Campus Training: Focuses on Skills Development, Customer Relationship Management, Attitude Building & In-Depth Understanding of the Client's Products.
- 2 Months** – Internship (At Client Location): Provides Exposure to Working At The Client's Location While Learning Practical Skills Under The Guidance Of A Mentor.
- 6 Months** – On-the-Job Training (At Client Location): Equips Participants with Practical Experience Through Real-World Scenarios & Achievement of Soft Targets.

## Outcome & Results:

### Talent Outcome:

- Mastery Of Industry-Specific And Client-Specific Processes
- Understanding Of Regulatory Frameworks & Compliance
- Strong Domain & Functional Skills.
- Enhanced Communication Skills
- Proficiency In Digital Systems & Services



### Business Outcome:

- First-Day First-Hour Work Ready Professionals
- Improved Employee Performance & Productivity
- Higher Employee Retention
- Reduced Recruitment Costs
- Steady and Scalable Talent Pipeline





# Rapid Talent Development Program

45-Days Job- Assured Program

Manipal Academy of BFSI's Rapid Development Program helps you with a workforce talent pipeline for critical areas like sales, operations, and tech roles through client-partnered, custom programs lasting 45 days or lesser. Designed in close partnership with clients, these targeted programs address specific skill and talent gaps, and deliver job-ready talent quickly and efficiently.



## Program Overview:

**30 – 45 Days** – Campus Training: Focuses on Skills Development, Customer Relationship Management, Attitude Building & information on the client's Products.

## Outcome & Results:

### Talent Outcome:

- Rapid Acquisition of In-Demand Skills
- Improved Performance in Stipulated Roles
- Seamless Transition to New Roles.
- Proficiency In Digital Systems & Services



### Business Outcome:

- First-Day First-Hour Work Ready Professionals
- Agile Workforce
- Rapid Deployment of Skilled Talent
- Higher Employee Retention
- Reduced Recruitment Costs



# Employee Productivity and Performance

## Optimizing Performance Through Scalable Training Programs

### NEW EMPLOYEE ONBOARDING

Manipal's comprehensive new employee onboarding program aims to seamlessly integrate new employees by providing essential skills, fostering ethical conduct, and aligning them with organizational values, thereby reducing attrition, minimizing mis-selling, and enhancing overall employee engagement, operational efficiency, and compliance.

#### Expected Outcomes:

Strong Employee Retention   Minimized Mis-selling   Improved Onboarding Efficiency  
Enhanced Employee Engagement   Enhanced Compliance Standards   Reduced Attrition

#### Key Topics Covered:

Banking & Business Development   Regulatory Frameworks   Competitive Strategy  
Product Mapping & Sales Process & Strategies   Introduction To Banking Assets  
Behavioural Skills   Communication Skills

**Program Duration: Mutually Decided Based On Scope**



### TRAINING NEED ANALYSIS (TNA)

Manipal's comprehensive Training Need Analysis (TNA) tool aims to assess the training need to determine the gap between current and desired knowledge skill and abilities of the employee. TNA is a vital step for an organization to ensure that its workforce is equipped to meet the demands of an increasingly competitive and regulatory-driven environment.

#### Expected Outcomes:

Improved Skill Alignment   Customized Training Programs  
Enhanced Employee Performance   Increased Customer Satisfaction  
Cost-Effective Training Solutions   Employee Retention and Engagement  
Future-Ready Workforce   Stronger Regulatory Compliance

#### Assessment Methodology:

Questionnaire Based Survey   Personal Interview   Employee Wise Profiling And Coaching  
Performance Appraisal and ratings analysis   Observation   KSA Test   Delphi Method

**Assessment Duration: Mutually decided based on scope & job roles.**





## WEALTH MANAGEMENT PROGRAM

Manipal's state-of-art wealth management program aims to build expertise for RMs and WMs, enhance customer trust, ensure regulatory compliance and create competitiveness. The wealth management sector in India is expanding rapidly, with a rising number of HNWIs and UHNWIs, and a surge in demand for professional advice and custom-made financial solutions.

### Expected Outcomes:

Skilled Workforce   Improved Customer Relationships   Better Regulatory Compliance  
Increased Sales & Revenue   Increased Client Retention  
Enhanced Client Portfolio Performance   Adaptation To Technological Trends

### Key Topics Covered:

Introduction To Wealth Management   Portfolio Management   Investment Planning  
Insurance Planning   Taxation Planning   Retirement and Estate Planning  
Communication Skills   Behavioral Finance   Client Relationship Management  
Regulatory And Compliance

**Program Duration: Mutually Decided Based On Scope**



## MSME-CREDIT PROGRAM

Manipal's MSME-Credit Training Program aims to, enhance credit assessment skills of employees, relationship managers and credit appraisal team to make them understand the unique financial requirements, risks, and opportunities in the MSME sector, improving the accuracy of credit assessment and loan approvals resulting in reduced NPA risk and holistically increasing MSME Lending portfolio growth.

### Expected Outcomes:

Increased MSME Loan Disbursements   Optimized Use Of Government Schemes  
Improved Compliance With Regulations   Digitally Transformed MSME Lending Operations

### Key Topics Covered:

Introduction To MSME Lending In India   Classification And Segmentation Of MSMEs  
Credit Risk Assessment For MSMEs   Government Schemes For MSME Financing  
Loan Structuring And Documentation   Loan Disbursement, Monitoring, And Recovery  
Risk Management In MSME Lending   Technology In MSME Lending  
Customer Relationship Management In MSME Lending Customer  
Relationship Management In MSME Lending   Ethical And Responsible Lending

**Program Duration: Mutually Decided Based On Scope**



## RISK MANAGEMENT PROGRAM

Manipal's Risk Management Program aims to enhance risk awareness, compliance with regulatory requirements, improved financial stability, optimized capital allocation, increased investor and customer confidence and regulatory harmonization. Risk management, capital adequacy, and liquidity requirements are critical aspects of banking operations, particularly in the context of evolving global and local financial markets.

### Expected Outcomes:

Compliance With International And National Regulations

Improved Risk Identification And Management    Enhanced Financial Stability

Optimized Capital Utilization    Reduced Exposure To Systemic Risks

Improved Stakeholder Confidence    Enhanced Decision-Making And Strategic Planning

### Key Topics Covered:

Introduction To Risk Management    Introduction To Basel Norms

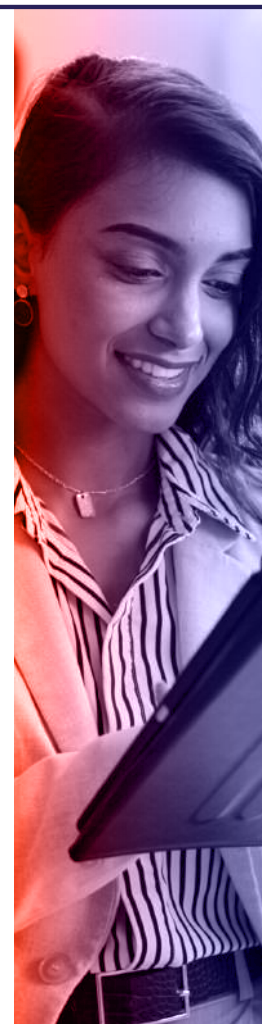
Capital Adequacy And Risk-Weighted Assets    Liquidity Risk And Management

Types Of Risks In Banking    Stress Testing And Scenario Analysis

Operational Risk And Governance    Risk-Based Pricing And Asset Allocation

Regulatory Environment In India    Technology And Risk Management

**Program Duration: Mutually Decided Based On Scope**



## LEADERSHIP PROGRAM

Manipal's Leadership program aims at practical insights and holistic learning for individuals in leadership roles. The program brings in insights into purpose driven approach, aligned to organizational goals and vision. Further the program focusses on how to spearhead change with confidence, leading teams and creating unique impact.

### Expected Outcomes:

Personal Excellence And Self Awareness

Being Able To Bring In Team Engagement & Team Excellence

Spearhead Change For Sustainable Success With Teams

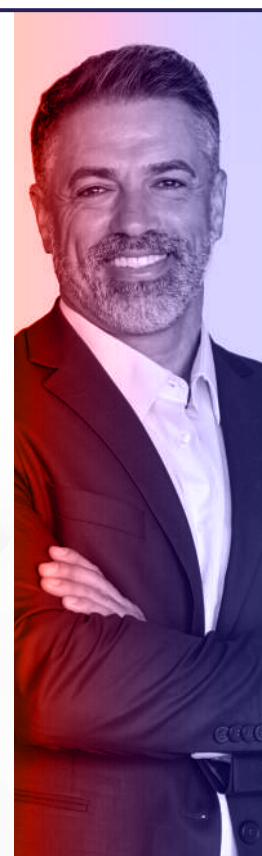
### Key Topics Covered:

Strengths & Personality Traits    Values & Beliefs, Leadership Styles    Emotional Intelligence

Energy Management    Team Effectiveness Assessment    Coaching    Mentoring

Delegation Strategic Thinking & Models    Raising The Bar

**Program Duration: Mutually Decided Based On Scope**





# Learner Engagement Model

## How We Do It

01

### Highly Customised Program

Co-created programs directly addressing organisation's talent requirements

02

### Domain Specific Modules

Domain specific curriculum with real-time capstone projects for hands-on training

03

### Dedicated Learner Batches

Focused training in technical and soft-skills including live projects

04

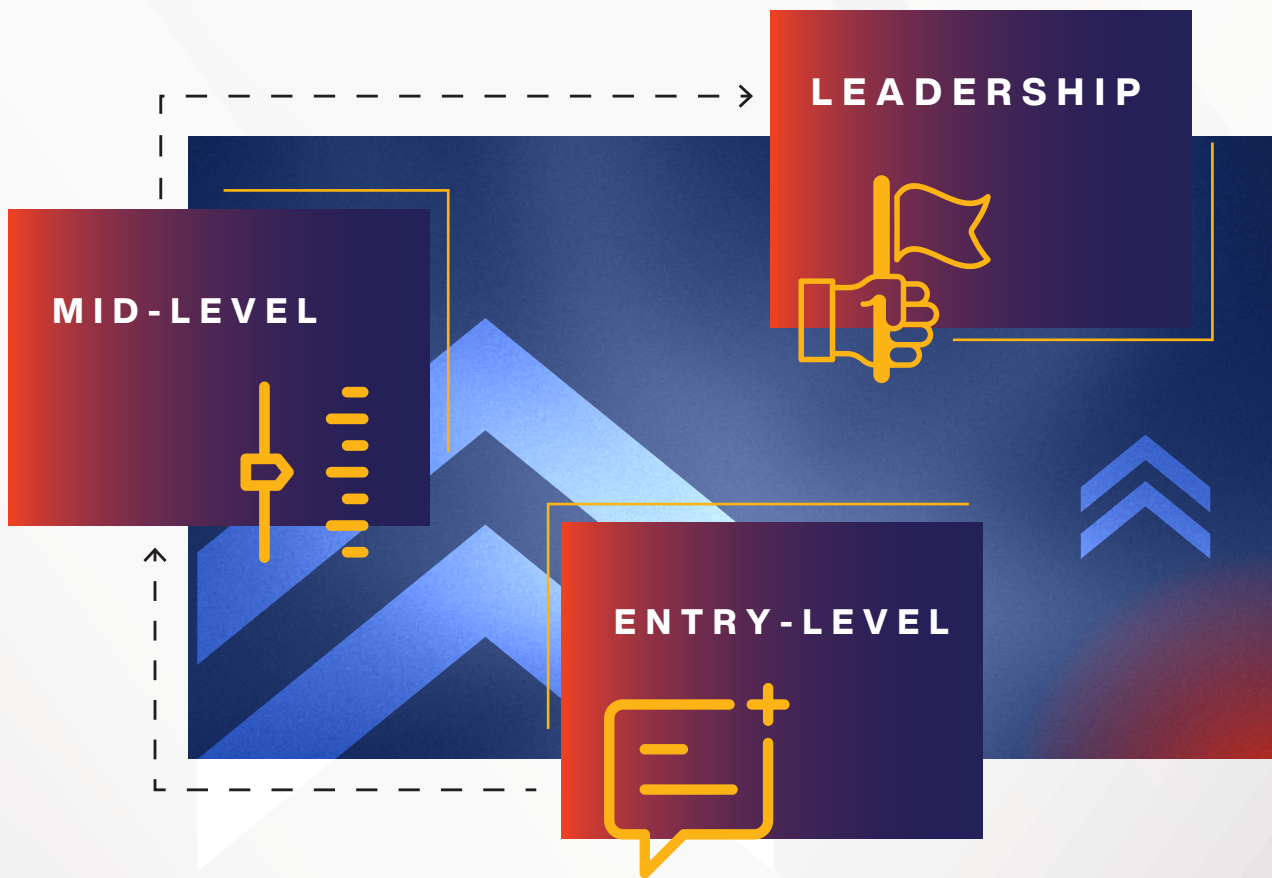
### Marketing & Brand Positioning

Co-branded marketing communications and media promotions building on the organisation's market perception



# The Way We Do It

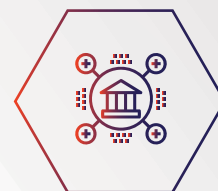
Our Learning Engagement Model, is a streamlined system designed for optimal learning.



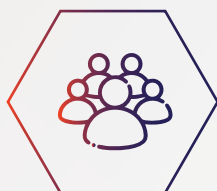
Virtual & Physical  
Classroom



Field/Branch  
Visits



Core Banking  
Solutions Training



Group  
Discussions



Presentations



Role Plays



# World-Class Faculty Expertise

With over 220+ experienced and qualified full-time instructors & 100+ adjunct faculty members including industry experts, our faculties ensure world-class teaching and thorough understanding of the curriculum.



**Soumyadip Roy**

VP and Head -  
Academic Strategy, MABFSI



**Murali Krishnaswamy**

Joint Director



**Meena Herle**

Head Of Program



**Venkatesh KV**

Head Of Program



**Bobby Joseph**

Head Of Program



**Prasad SKV**

Head Of Program



**Sampath Sarathy**

Head Of Program



**Tarun Yadhuwansh**

Head Of Program

# Our Reach & Partnerships

## BANKING



## INSURANCE





## NBFCs & OTHERS



## INTERNATIONAL COLLABORATION





# **Schedule A Consultation To Transform Your Workforce**

UNext Manipal Academy of BFSI  
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Chokkanahalli, Bengaluru – 560064 Karnataka



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