

Organised by:

**bilif**

In collaboration with:

**The London Institute  
of Banking & Finance**



# **LIBF: CERTIFICATE IN RELATIONSHIP MANAGEMENT (CERTRM)**

**13 MAY 2024**

**DEADLINE TO REGISTER**

28 April 2024



# OVERVIEW

The certificate is a comprehensive course, which develops knowledge of the strategic context and organisational implications of relationship management within the financial services industry.

CertRM has been designed to be relevant for those new to roles in business and commercial banking, and corporate relationship management, as well as for the more experienced relationship managers looking to improve knowledge.

The CertRM provides credit into the Professional Diploma in Banking & Finance designation offered through The London Institute of Banking & Finance (LIBF).



# OBJECTIVES



The environment in which businesses operate and the different types of business customer.



The role of relationship management and relationship marketing as well as the role of the relationship manager as a trusted advisor in identifying and supporting customer needs.



The importance of effective communication and business plans and the relationship to portfolio management together with key account and portfolio planning.

## WHO IS THIS PROGRAMME FOR?

The Certificate in Relationship Management (CertRM) is of particular interest if you are new to the role and you have responsibilities within business banking, commercial banking and/or corporate relationship management, or if you are keen to improve your understanding and application of the skills and tools that aid you in a relationship manager role.

# PROGRAMME PROGRESSION

## ADVANCED DIPLOMA IN BANKING & FINANCE

- Strategic Management & Innovation in Banking (SMIB)

Risk  
Management

- Financial Risk Management in Banks (FRMB)
- Managing Operational Risk & Governance (MOPR)

- Professional, Conduct & Ethics (5PCE)
- Certificate in Relationship Management (CertRM)
- Diploma in Business and Commercial Banking & Conduct (DipBB&C)
- Certificate in Business Banking (CertBB)

## PRE-REQUISITE

To get the most from the course, a good standard of English is required.

## METHODOLOGY

- Online study - everything is online and you can study at a pace that suits you.
- Guided learning.
- Assessments.

# PROGRAMME OUTLINE

## Unit 1: Relationship Management (RELM)

- The commercial environment in which businesses operate.
- Different types of business customers.
- Relationship management principles.
- Business plan analysis and the role of the relationship manager in business development and customer retention.
- Business plans and portfolio management (including key account and portfolio planning).

# PROGRAMME STRUCTURE

Guided Learning Hours	7 Hours
Other Hours	193 Hours
Total Qualification Time	200 Hours
Course Deadline	28 October 2024
Assessment	<p>CertRM has two assessment components:</p> <ul style="list-style-type: none"><li>• 30 multiple-choice questions</li><li>• 2,000 - 2,500 word coursework assignment.</li></ul> <p>This qualification can be completed in 9 months.</p>

For more information, please visit:

<https://www.libf.ac.uk/study/professional-qualifications/banking/certificate-in-relationship-management>

# LIBF: CERTIFICATE IN RELATIONSHIP MANAGEMENT (CERTRM)



13 May 2024

To apply for the programme, please email your completed form to askseed@bilif.com.bn by 28 April 2024.

CATEGORIES	STAKEHOLDER	NON-STAKEHOLDER
FEE	<input type="checkbox"/> \$ 1,890.00	<input type="checkbox"/> \$ 1,890.00

By completing and signing this form, you hereby agree to the terms and conditions below:

Full Name:	<input type="text"/>	IC Number:	<input type="text"/>
Position:	<input type="text"/>	Department:	<input type="text"/>
E-mail:	<input type="text"/>	Phone:	<input type="text"/>

Full Name:	<input type="text"/>	IC Number:	<input type="text"/>
Position:	<input type="text"/>	Department:	<input type="text"/>
E-mail:	<input type="text"/>	Phone:	<input type="text"/>

Full Name:	<input type="text"/>	IC Number:	<input type="text"/>
Position:	<input type="text"/>	Department:	<input type="text"/>
E-mail:	<input type="text"/>	Phone:	<input type="text"/>

### APPROVING OFFICER

Name:	<input type="text"/>	Email:	<input type="text"/>
Position:	<input type="text"/>	Department:	<input type="text"/>

Please email the invoice to:

Signature and Company's Stamp

### Terms and conditions:

#### Cancellation Policy:

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incur a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants a day before the training commences.

#### Other terms:

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/ completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

# ABOUT BRUNEI INSTITUTE OF LEADERSHIP AND ISLAMIC FINANCE

Brunei Institute of Leadership & Islamic Finance (BILIF) was established in 2010 as the Centre of Excellence for the finance industry in Brunei Darussalam, providing high-quality learning solutions, including signature and collaborative events for human capacity development in the areas of Islamic finance and leadership.

Under the purview of Brunei Darussalam Central Bank (BDCB), BILIF plays a fundamental role in Pillar 5 of Brunei Darussalam Financial Sector Blueprint 2016-2025 in raising financial industry standards, especially in the areas of Islamic finance.

All of our programmes are accredited by Brunei Darussalam National Accreditation Council as Value Added Qualifications. Since its inception, BILIF has conducted 809 programmes and 83 events for more than 16,600 participants, including a suite of Virtual Instructor-Led Training (VILT) programmes and online events (as of December 2023).

BILIF has forged strategic partnerships with local and international organisations over the past 10 years which have allowed us to bring professional programmes, expertise and opportunities to shape future leaders, experts and innovators, particularly in the areas of Islamic finance and leadership. Amongst these strategic partners include The London Institute of Banking & Finance (LIBF), United Kingdom; the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) and Bahrain Institute of Banking and Finance (BIBF), Bahrain; Islamic Development Bank Institute (IsDBI), Kingdom of Saudi Arabia, Singapore

Management University (SMU), Singapore and INCEIF University, Malaysia. Locally, BILIF has also partnered with two of the top higher education institutions in Brunei Darussalam; Universiti Brunei Darussalam (UBD) and Universiti Sultan Sharif Ali (UNISSA) in our joint efforts to impart invaluable knowledge and skills for students and professionals in not only finance but also other private and government sectors.

Appointed by BDCB, BILIF is the official licensing examination centre for Financial Planning Practitioners' Programme (FPPP) and the Qualifying Examination for Insurance/Takaful Agents (QEFITA). BILIF is also the official examination centre for all examinations under Chartered Institute for Securities & Investment (CISI), UK; Chartered Bankers Institute (CBI), UK; International Compliance Association (ICA) and AAOIFI. BILIF has also recently been accepted as a Pearson Vue Authorised Test Centre which can house more than hundreds of examinations such as Certificate in Climate Risk, Certified Internal Auditor® (CIA®) and Certified Associate in Project Management (CAPM), amongst others.

BILIF has received multiple accolades including the "Best Emerging Islamic Finance Training Institution – Brunei 2021" from the International Finance Awards 2022; "Best Islamic Finance Education & Training Brunei 2021" from the Global Banking & Finance Awards® and "Global Good Governance (3G) Human Resource Development Award 2022" received at the 7th Annual 3G Awards Ceremony. BILIF was also awarded its third "GIFA Excellence Award (Islamic Finance Training & Education) 2022, which has been previously received in 2019 and 2021.

**83**

Events

**809**

Programmes  
and Examinations

**16,600+**

Participants

\*Figures as of December 2023

# INTERNATIONAL AWARD WINNING INSTITUTE







Discover our upcoming programmes and events

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Contact our Sales and Marketing Department  
for any enquiries

[askSEED@bilif.com.bn](mailto:askSEED@bilif.com.bn)

*Alternatively, you can also WhatsApp us at  
+673 8271140 to learn more about our offerings*