

IIBF Strategic Management Syllabus

The IIBF Strategic Management exam syllabus is divided into **four key modules**, each focusing on different aspects of strategic thinking, functional application, governance, and innovation in banking. Below is a detailed module-wise overview to help you understand the structure and topics covered in the exam.

Module A: Strategic Management – General Concept and Process

This module introduces the core principles of strategic management, covering essential concepts such as strategic leadership, environmental analysis, corporate strategy, and strategic thinking. It lays the foundation for understanding how organizations develop and execute strategies in a dynamic business environment.

Unit	Topics Covered
Unit 1	Strategy and Strategic Leadership in Dynamic Times – Vision, Mission
Unit 2	Internal and External Environment – Resources, Capabilities, Macro Industry Dynamics
Unit 3	Business, Corporate, and Global Strategies – Dynamic Business Contexts, International Strategies
Unit 4	Strategy Vehicles – Growth, Diversification, M&A, Joint Ventures, Alliances, Internationalization
Unit 5	Strategic Thinking – Strategy Analytics, Conflict Management, Application in Banking

Module B: Strategic Management – Functional Application (General and Banking)

This module applies strategic principles to core banking functions such as finance, marketing, HR, and business development. It focuses on aligning functional strategies with business goals and improving performance across various banking services.

Unit	Topics Covered
Unit 1	Finance and Banking – Strategic Finance, Asset Management, Universal & Specialized Banking, Risk Analysis
Unit 2	Cost, Credit and Banking – Strategic Cost & Credit Management, ALM
Unit 3	Marketing and Banking – International Marketing, Blue Ocean/Red Ocean Strategy, Customer Analytics
Unit 4	HR and Banking – Strategic HRM, International SHRM, Knowledge Management
Unit 5	Business Development – Customer Experience, Value Creation, New Business Models

Module C: Corporate Governance in Banks

This module focuses on governance frameworks, ethics, values, and leadership within the banking sector. It provides insights into regulatory practices and corporate governance models applicable to Indian and international banks.

Unit	Topics Covered
Unit 1	Introduction to Corporate Governance – Global Developments
Unit 2	Governance Issues – Ethics, Leadership 4.0, Values, Culture
Unit 3	Governance in Indian Banks – Public & Private Banks, Challenges, NPAs
Unit 4	Governance in Regulations – Basel Norms, SEBI, Companies Act
Unit 5	Governance Structures – Governance Models in Public, Private, Small, and Payment Banks

Module D: Innovation and Strategic Challenges in Banking

This final module covers how banks are adapting to innovation, digital transformation, sustainability, and evolving business models. It prepares candidates to understand strategic challenges and opportunities in the future of banking.

Unit	Topics Covered
Unit 1	Innovation & Technology – Strategic Innovation Management, Design Thinking
Unit 2	Digital Factor – Strategic Digital Banking, Big Data, Social Media
Unit 3	Issues & Development – Financial Innovation in Retail and Corporate Banking
Unit 4	Reinventing Business Models – Future Role of Banks
Unit 5	Sustainability – CSR in Banks, Environmental & Social Index Score

