

Continuous Professional Development Approach to Enhance the Competencies of Bank Branch Managers through Alternative Delivery Method

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Considering the contemporary banking business, role of the typical branch level bank manager provides very significant business results in order to achieve banks pre-defined both financial and non-financial business objectives. In this context the total set of competencies of the branch level bank managers is vital. Therefore, this study has been conducted to find the alternative avenues to deliver the most essential learning and development inputs in an effective way for the purpose of developing the above mentioned professional group in a continuous basis. Recently done empirical study to find whether the branch level bank managers have sufficient learning and development exposure under the scheme of Continuous Professional Development has found that there is absolute 0% continuous professional development exposure among 115 branch level bank managers those who are representing top 5 licensed commercial banks located in the western province of Sri Lanka. In the human resource development point of view this existing situation is not healthy to the banking industry in the long run since the individual firms cannot be able to gain competitive advantages through its human resource development via continuous basis with professional learning approach. Moreover, based on the available literature it has been identified 10 key essential competency enhancement inputs to develop a successful bank branch manager. Therefore the ultimate finding of this study was amalgamate those key competency enhancement inputs also called Professional Bank Managers Competency Enhancement Framework and the E learning method (The alternative learning and development delivery method) to deliver effective self-learning environment to the branch level bank managers to improve their set of competencies in a continuous basis. Field survey with stratified random sampling technique has been applied as a primary data collection method while both quantitative and qualitative techniques have been applied as a data analysis method. All findings, conclusions and recommendations of the study are absolutely based on the analysis.

Keywords: Continuous professional development, Human resource development, E learning, bank managers, Competitive advantages