



**Area:** Banking and Finances  
**Level:** 3,4,5  
**Modality:** Competitive Team  
**Time:** 32 to 48 hours

**Subject:**  
 Portfolio Management  
 Risk Control  
 Economic-Financial Management

**BankCompany** recreates the competitive scenario of several financial institutions in mutual competition. All of them start the simulation at the same competitive point. These companies are organised in two business areas: people and companies. Each business area will be in charge of three market demand segments. For each of the areas, the institutions will offer active products (leasing/loans/credits) and passive ones (current accounts or deposits) and services (transactions, insurances or saving funds).

Participants will have to take decisions involving:

- **Prices:** interests/charges on products/ services.
- **Commercialization:** priority by business area, promotional activities.
- **Service and technology:** activities to develop the quality of the service, the commercial technology and bank management.
- **Human resources:** staff training (team management/attracting and managing customers/risk evaluation)
- **Risk:** segment prioritisation and level of risk by segment.
- **Strategic Project selection.**

In addition, the user will have to make decisions related to the improvement of the different aspects of banking such as the bank interest rate, customer's satisfaction, etc...

