



Area: Banking and Finances
 Level: 3,4,5
 Modality: Competitive Team
 Time: 16 to 32hours

Subject:
 Economic-Financial Management
 Product Marketing
 Operation Management
 Human Resources Management



BankGame recreates the competitive scenario of five bank branch offices belonging to different institutions in competition. All of them start the simulation at the same competitive position. Companies must achieve six market demand segments: personal 1, personal 2, Premium, commercial, small companies and institutions. Each segment has its own operation volume profile, profitability and risk.

Participants must make decisions related to:

- Prices: interest/charges of the different products/services.
- Risk: priority segment and level of risk by segment
- Commercialization: activities on promotion by product and segment.
- Service: activities to improve the quality of the service.
- Office operational: to prioritize the activities, management criteria, procedure reviewing...

Participants will also have to take decisions related to the improvement of staff efficiency and the management of risk for clients and

