

BusinessBank

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

Subject:
 Portfolio Management
 Risk Control
 Economic-Financial Management



BusinessBank recreates the competitive scenario of five competitor bank institutions. All of them start the simulation at the same competitive point. The user will have to make decisions related to the management of the global area of corporate business and a list of five clients from different segments and different profiles. The market is structured in three demand segments to which the institution offers several active products (loans/credits), passive products (current accounts and deposits) and services (transactions). Participants must make decisions related to:

- Prices: interest/charges of the different products/services
- Commercialisation: priority by business area, promotional activities by segment.
- Service: activities to improve the quality of service.
- Human resources: staff training (team management/attracting and managing customers and evaluating the risks)
- Risk: prioritize segments and level of risk by segment.

In addition, the user will have to make decisions related to the improvement of the team's performance and of the risk management on customers and operations.

