



## Area

Banking and finances

## Level

5, 6

## Topics

Business strategy  
Bank management  
Risk management  
Economic-financial management

## Modality

Competitive

## Time

Between 24 and 40 hours

**BankCompany** reproduces the competitive scenario of various financial institutions that must compete with each other.

The keys to bank management are:

- Cost effectiveness
- Risk
- Competitiveness
- Solvency – Liquidity

Companies are organized in two business areas:

- People
- Business.

Each business area must meet three demand segments.

For each of the areas, entities offer products of assets (loans / credits), liabilities (checking accounts or deposits) and services (transactions, insurance or others).



**Participants must make decisions related to:**

### Prices

Interest / commissions of the different products / services.

### Risk

Prioritization of segments and level of risk by segment. Warranty level per product.

### Comercialization

Promotional activities by product and segment.

### Services

Activities to improve service quality.

### Services & tecnology

Activities to improve the quality of service and commercial and management technology of the bank.

### Human Resources

Staff training (customers, products, operations and risk).

### Strategic Projects

Selection of strategic projects to improve the bank's competitiveness.

Additionally, the participant must make decisions regarding the improvement of the performance of the office team and improvement of the risk management of clients and operations.