



Entitlement

Bank Services and Management, 5 ECTS

Prerequisites

B1 level of English language

Main aim

To provide knowledge and skills necessary to manage bank services and products, to know their development perspectives, to be able to assess the need for individual clients segmentation and possibilities to use bank services.

Summary

Banking services and products are provided. Services correspondence to business requirements is presented. Quality of products and services, development of new bank products and services, enabling banks to attract new customers is analyzed. Bank services and products in other EU countries are introduced.

Learning Outcomes

1.	Will analyze bank services influence for modern market.
2.	Will evaluate the influence of modern technologies in the process of development, implementation and sale of services.
3.	Understand the basic principles of operation of banking information systems (BIS)
4.	Will manage bank products and services
5.	Will be able to evaluate the benefits of bank products for the bank by creating a customer product basket.
6.	Will evaluate the need for bank products, will provide their development perspectives and provide customers with the most favorable suggestion.
7.	Will implement process of bank services monitoring.
8.	Will participate in bank product development.
9.	Will be able to independently assimilate the features of new bank products, evaluate the uniqueness, benefits for the customer
10.	Will be able to assess the level of credit risk of customers using risk assessment procedures
11.	Understand the risk of investment products and its management methods.

Syllabus

1.	Market for bank products and services.
2.	Determination of client need for bank services.
3.	Bank services and products management.

4.	Development of the bank products.
5.	Bank service quality management.

Evaluation procedure of knowledge and abilities

$FE = 0,4 \cdot X1 + 0,6 \cdot X2$, as

FE – final evaluation;

X1 - independent studies;

X2 – Exam