



Sector

Banking and finance

Level

4

Theme

Commercial
management of an
office

Risk management

People management
and development

Modality

Competitive

Time

16 a 32 hours

BankGame reproduces the competitive scenario of various bank branches, belonging to different entities, which must compete with each other. All of them start the simulation in the same competitive position.

Companies must meet various demand segments: Employees, Middle Management, Executives, Commerce and Companies.

Each segment has a certain profile of trading volume, profitability, and risk.

In the office you must carry out a wide variety of operations:

- Assets (loans, credit, leasing, etc.)
- Liabilities (current account or deposit)
- Service (insurance, operations, fund management, ...)



Participants will need to make decisions related to:

Prices

Interest/commissions of the different products/services.

Risk

Prioritization of segments and level of risk by segment.

Marketing

Promotional activities by product and segment.

Office operations

Prioritization of activities, management criteria, review of procedures, ...

Human resources

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

Service

Activities for the improvement of the quality of service.

In addition, the participant must make decisions related to improving the performance of the office team and improving the risk management of customers and operations.