



Example of Programme in Banking & Finance

Duration : 10 working days (2-week Course)

Location: HochiminhCity – Hanoi

Output: Certificate in Banking & Finance

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Syllabus

Day 1: Origin, Evolution, Present and Tendencies

This is an introductory course to world of finance and banking. It will draw a brief picture of the history of the international banking industry. The aim of this unit is to explain the current environment and the present issues faced by financial institutions. This will be achieved by reviewing major events, which have occurred since 1930. It will also explore the essential role of banks and finally explore recent tendencies.

Case study and discussion: the challenges and future of Myanmar Banking system (depending on the level of participants this will be “high level” or “more specific”).

Day 2: International Regulatory Environment

This unit is key in any banking environment. This course provides insight into the role of the different authorities in charge of supervising the financial system as a whole. In addition, it explains what the consequences are for banks from an organizational point of view. Topics such as Capital Adequacy ratio and the Framework of Basel III will be outlined. Special attention will also be given to compliance implications, anti-money laundering, and other firewalls imposed on banks.

Case study: if level of participants allows it, analysis of current situation and efforts to be done to reach the international standard. Again, this discussion will be adapted to the level and experience of participants (either high level or deeper).

Guest speaker: on Basel III

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Day 3: The market, Privatization and Bank Marketing

The market: this unit will cover an overview of the various areas of activities of banks and international banks including the links with the economic environment.

Privatization: in some countries state-owned banks went into this direction. This part of the course will briefly explain the step-stones and the consequences of such an evolution. Example: Morocco.

Bank Marketing: during the afternoon participants will go through mandatory elements for any bank - Segmentation of client base, improvement of the service (customer service), extension of product range, pricing, promotion (advertising and any activity to promote products and services) and competition. The goal is not to transform participants into marketeers but to gain understanding of international standards. Examples: Thailand (who has state-owned banks and private-owned banks, including international banks).

Day 4 : Standard structure and overall organization

This extensive course will provide insight in the roles and activities of the main departments of banks and the existing links between them. The organization of internal and external controls and relationships between management and shareholders and their representatives will be highlighted.

Day 5: Risk Management and Compliance

Taking into account the recent financial crisis, special attention will be given to risk management. This course will identify the various risks faced by banks. It will explain how to put in place an efficient organization to cope with an often complex range of products and counterparties. Special sessions will also allow participants to understand the concerns of banks to comply with ethical considerations. This unit will also dedicate time to risk management in International Trade.

Day 6: International Trade Financing

This course will go through the different techniques used to finance export / import business – not only ref. consumer goods but also capital goods (factory, buyers credit and all the guaranties linked to this (performance bonds, bid bonds, ...). Participants will also analyze the different types of letters of credit (rules of the international chamber of commerce). Some time will be dedicated to potential frauds and how to cope with it.

Case study: financing in energy market (oil, gas).

Guest speaker: Mercuria Energy Trading or BNP Paribas (nbr 1 in financing commodities).

Day 7: Management tools

During this course participants will receive an introduction to the management accounting approach for General Management. Different ratios and measurement tools will be presented to assess both quality and financial performance indicators (ROE, ROI, Cost Accounting, ...)

Day 8: Commercial Banking

Commercial banking will be dedicated to companies relationship (small and medium sized in principle). This unit will give priority to the explanation of the major types of short and medium term credits, to the provided guarantees and the different types of off-balance sheet commitments, banks agree to take on. An overview of the basic principles of the main foreign exchange trading products and hedging possibilities will be explored.

Day 9: Investment Banking and Financial Engineering

Emphasis will be put on Equity and Bond related issues, such as e.g. IPO. A brief description of the functioning of primary and secondary markets and the role of the banks will be included. Concepts such as underwriting or agent and lead manager will be clarified. Finally students will be introduced to a number of up to date techniques; Private equity and Securitization will be part of them.

Day 10: Private Banking and Retail banking

During this course Asset Management and Private Banking will be the analyzed from different perspectives. The principles governing sound portfolio management will be developed. In the field of private banking both the Commercial Approach as well the definition of the investment profile of the client will be highlighted. Some time will be spent on more technical issues such as Custody or Mutual Funds.

Case study: example of an evolution.

During the afternoon Retail Banking will be briefly approached, including the organization of a network of branches.

Day 10 / 11: Graduation ceremony to deliver a UBIS certificate.

End of Offer