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## Bank Management and Financial Services

9-11 May 2014

### Programme

Friday 9 <sup>th</sup> May 2014			
18:00 – 19:30	<b>What is a Bank and what it does</b> History of Banking Commercial and Investment Banking Other types of Banking	S. Heffernan (2005), Modern Banking. 7th edition. John Wiley & Sons, Ltd (Chapter 1)  Screens from the movie 'It's a wonderful life' and series 'Capital city'	Mr. E. Papadopoulos
19:30 – 19:45	<b>Coffee Break</b>		
19:45 – 21:15	<b>Diversification of Banking Activities</b> The Expansion of Banks into Non-banking Financial Services The Effect of Non-interest Income on Banks' Total Income Banc assurance / Affluent / Personal / Private Banking (products, services, structure, Customer profile, Sales process, benefits to the Bank and the Customer) Customer segmentation Alternative Sales Channels	S. Heffernan (2005), Modern Banking. 7th edition. John Wiley & Sons, Ltd (Chapter )	Mr. E. Papadopoulos



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Saturday 10 <sup>th</sup> May 2014			
9:00 – 10:30	<b>Bank Lending Policies and Procedures</b>	Rose, P.S. and Hudgins, S.C. (2010) Bank Management and Financial Services. 8th edition, McGraw-Hill International edition Ch 16	Dr. S. Bellos
10:30 – 10:45	<i>Coffee Break</i>		
10:45 – 12:15	<b>Commercial Banking I – Lending to Business Firms</b>	Rose, P.S. and Hudgins, S.C. (2010) Bank Management and Financial Services. 8th edition, McGraw-Hill International edition Ch 17	Dr. S. Bellos
12:15 – 12:30	<i>Break</i>		
12:30 – 14:00	<b>Commercial Banking II – Consumer Loans, Credit Cards, Real Estate Lending</b>	Rose, P.S. and Hudgins, S.C. (2010) Bank Management and Financial Services. 8th edition, McGraw-Hill International edition Ch 18	Dr. S. Bellos
14:00 – 15:00	<i>Lunch Break</i>		
15:00 – 16:30	<b>Process Management in services (Banking) Compliance Treasury (FX, SWAPS, FORWARS) Liability products</b>	J. Heizer, B. Render (2014) Principles of Operations Management, 9th Edition. Prentice Hall	Mr. E. Papadopoulos
16:30 – 16:45	<i>Coffee Break</i>		
16:45 – 18:15	<b>Case study:</b> To develop a social media campaign for ING Direct Canada, an online retail bank and to measure the success of the campaign.		Mr. E. Papadopoulos



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Sunday 11 <sup>th</sup> May 2014			
9:00 – 10:30	<b>Financial Statements of a Bank Bank's performance measurement and evaluation Asset – Liability Management</b>	Rose, P.S. and Hudgins, S.C. (2010) <i>Bank Management and Financial Services</i> . 8 <sup>th</sup> edition, McGraw-Hill International edition Ch. 5 – Ch. 7	Dr. S. Bellos
10:30 – 10:45	<i>Coffee Break</i>		
10:45 – 12:15	<b>Banking Regulation</b>	Rose, P.S. and Hudgins, S.C. (2010) <i>Bank Management and Financial Services</i> . 8 <sup>th</sup> edition, McGraw-Hill International edition Ch. 15	Dr. S. Bellos
12:15 – 12:30	<i>Break</i>		
12:30 – 14:00	<b>Liquidity and reserve Management</b>	Rose, P.S. and Hudgins, S.C. (2010) <i>Bank Management and Financial Services</i> . 8 <sup>th</sup> edition, McGraw-Hill International edition Ch 11	Dr. S. Bellos
14:00 – 14:15	<i>Coffee Break</i>		
14:15 – 15:45	<b>Concluding Remarks &amp; Coursework Description</b>		Dr. S. Bellos