

**BANK MANAGEMENT**

**30 Hours**

17 to 21 OCTOBER 2018

**OBJECTIVES**

Before looking at the objectives of this module, it is important to note that with regard to funding, there are recurrent conflicts between banks and companies. The reasons are many and varied.

- A relative misunderstanding of constraints which bear heavily upon banking transactions since the crisis
- Banks lack credibility in the eyes of their clients which render their arguments inaudible
- A weakness in expertise when it comes to advising and guiding companies in their financial policies
- The temptation for reciprocal opportunistic behaviour and an often imbalanced relationship

This module will therefore focus upon the following objectives:

- To revisit the different methods of funding and the conditions necessary for their application
- To show how banks operate through an analysis of their financial statements
- To measure the consequences linked to company financing by banks
- To assess the consequences of new regulations on company financing.

**CONTENT**

- Strategies of banks and the relationships between banks and companies
- Return on the financing methods of banks and the setting of interest rates – Analysis of banks' liabilities
- Credit and Investment Policies and Analysis of Balance Sheet
- Criteria for granting credit and the guarantees required
- The Bâle 2 Notation
- Exposure to bank risks and the need for private equity
- Analysis of Operational Performance
- Case Studies
- The Bâle 3 regulation. Presentation and Analysis of Credit Risk.
- Presentation and Analysis of Market Risks
- Liquidity and operational risks



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**LECTURER**

Eric Lamarque is Professor at Sorbonne Business School and the Director of the Master in Finance. Author and coordinator of several articles and publications on Financial Management and Corporate Governance, he also acts as consultant for several institutions, accompanying them in their restructuring and their development strategy. He is currently the Chairman of the National University Management Council and a member of the Monitoring Council of "La Caisse d'Épargne" Aquitaine Poitou Charente.

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