

SUBJECT: Global Banking	
HOURS: 30	ECTS: 2
YEAR	SEMESTER

Name/title of the author:	
Course Description:	The course focuses on determinants of competitive performance in the global financial services industry, ranging from universal banks to specialist financial services firms. It covers commercial and investment banking business models, products and strategies, focusing on changes in financial industry strategies and architecture after 2008 crisis.
Learning Outcomes (Goals and Objectives of the course):	The course's objective is to give students understanding of products, services and processes in the global banking industry and provide the understanding of the consequences of the global financial crisis and the rationale for bank regulation.
Entrance qualifications:	Basic knowledge of macroeconomic trends.
Course Content:	<p>Following topics will be covered during lectures:</p> <ol style="list-style-type: none"> 1. Banks and financial intermediation. Separation of banking products: commercial and investment banking, universal banks, global financial services companies. 2. Banking structures around the world: evolution of financial architecture and bank business model. 3. Evolution of banking products: commercial and investment products, asset management and private banking (case: UBS, Goldman Sachs) 4. Competitive challenges in banking (case: Citigroup, Santander) 5. The financial crisis of 2008: causes and effects. 6. Regulation of commercial banks: deposit insurance, capital adequacy (Basle 1-3), EU CRD Directives, Risk dimensions in banking: credit risk, market risk, operational risk; liquidity and systemic risk (case: Barings, Lehman Brothers) 7. Crisis and the policy response: global financial sector restructuring and new (2012) regulatory proposals. 8. Strategic and competitive issues in banking: emerging countries
Assessment policy (examination):	There will be a 30-minute written examination at the end of the course which will deal with all of the assigned readings, cases, and classroom discussions contributing to 60% of the grade; and case written report or class presentation contributing to 40% of the total grade (group work).
Course materials / bibliography:	<p>Main textbook:</p> <ul style="list-style-type: none"> - S. Heffernan, Modern Banking in Theory and Practice, Willey NY 2005, \$1: p. 15-39; &3: p. 101-118; &4: p. 173-219. • J. Bikker, J. Boos, Bank Performance, Willey 2010. • M. Venzin, Building an International Financial Services Firm, Oxford Univ. Press, 2009. • M. Guillen, A. Tschoegl, Building a Global Bank, Princeton Univ. Press, 2008. • Banking reports and case-studies • lecturer's course notes
Methods of Instruction:	Lectures using PowerPoint presentations, discussions of case-studies
Notes / suggestions:	The course is case-oriented, and includes active classroom participation.

