

课程大纲

课程编号: 02812371

授课对象: 金融硕士

课程名称: 商业银行管理

英文名称:

周学时/总学时: 3

学 分: 2

任课教师:

开课学期: 2012 年秋

先修课程:

Citi-Peking Banking Course Structure 2012

1. **Opening Session (Sep 6th) – Introduction to Citi China**
2. **Institutional Banking: Client Management I-How We Serve Multinational Clients (Sep 13th)**
 - a. How it works
 - b. Relationship Coverage Model, GSG Customers, and GSG's Comprehensive Solutions for Their Clients
 - c. RMs' role
3. **Institutional Banking: Client Management II-How We Support the Chinese Growing Multinationals (Sep 20th)**
 - a. Macro Environment: China and the World/Chinese companies going global
 - b. Citi's globality is the key advantage in supporting Chinese companies' going global
 - c. Our banking model and strategy
4. **Institutional Banking: Client Management IV-Financial Institutions (Sep 27th)**
 - a. Definition of Banking for Financial Institutions

- b. Financial Institutions Overview
- c. FI Business in China
- 5. What Services and Products We Provide I-CTS (Oct 11th)**
 - a. Global Transaction Services Overview
 - b. Cash Management
 - c. Trade Solutions
 - d. Information Services
 - e. RMB Internationalization
- 6. Services and Products We Provide II-Global Markets (Oct 18th)**
 - a. Overview of Citi Global Markets
 - b. Markets Business Model
 - c. Basic Products
- 7. Risk (Oct 25th) – Newly added**
- 8. Commercial Banking: Middle Market Clients and SMEs (Nov 1st)**
 - a. Introduction to Citi Local Commercial Bank
 - b. Products and Services
 - c. SME & MME's Financing Difficulty
 - d. Effective Ways to Get Financing
- 9. Retail Banking (Nov 8th)**
 - a. Consumer Business Overview
 - b. Customer Segments
 - c. Consumer Banking Products
 - d. Branch-based LCB
 - e. e-business
 - f. Innovation

- g. Client Excellence

10. Operations (Nov 15th)

- a. Business Module
- b. China O&T Organizational Chart & Beijing Operation Organization Chart
- c. Account Service Unit (ASU)
- d. CASH -- FCY Processing
- e. CASH -- RMB Processing
- f. China Trade Operations

11. Global Functions I: Compliance and Controls (Nov 22nd)

- a. Introduction to Compliance
- b. China's Financial regulation and supervision
- c. Citi's Internal Compliance Policy and Applicable U.S. Laws
- d. Anti-Money laundering regulations and internal policies

12. Global Functions II: Finance (Nov 29th)

- a. China Banking Industry: Challenges & Opportunities
- b. Basel III: Implications
- c. Financial and regulatory reporting: Role and responsibilities of Finance Dept

13. Global Functions III: Human Resources (Dec 6th)

- a. Talent and Citi
- b. What We Do and How
- c. HR Priorities

14. Final Examination (Dec 13th)