

**MODULE SPECIFICATION - IF3104 - Bank Strategy and Management*****Introduction***

This document outlines core information regarding a module. The information is regularly reviewed by the University and should be read in parallel with the relevant programme specification.

<b><i>Module Title</i></b>	<b>Bank Strategy and Management</b>
<b><i>Module Reference Code</i></b>	IF3104
<b><i>Home School</i></b>	Cass Business School
<b><i>Home Department</i></b>	UG Programme (Cass Business School)
<b><i>Module Credits</i></b>	15
<b><i>Module Level</i></b>	Level HE3

***Module Rationale***

None

***Educational Aims***

This module aims to develop your understanding of the ways in which financial institutions manage their businesses. You will experience both strategic and operational management decision making.

***Outline Content***

Banking models - traditional view  
Banking models - the 2008 paradigm shift  
Management challenges in running a bank  
Developing a strategic and operational plan  
Banking Banana Skins  
Leadership in crisis  
Banking acquisitions and mergers  
Bank regulation and governance  
Risk Management  
Technology in banking  
Review session with expert practitioner panel

***Learning Outcomes***

On successful completion of this module, a student will be expected to be able to:

***Cognitive/Intellectual Skills***

Ability to assess alternative strategies

Ability to analyse the market place, and the objectives and position of a financial institution

**Knowledge and Understanding**

Understand the main elements of strategy in Banking

Understand the Banking market place

Know the approach for developing strategic and operational plans

Understand the component elements for assessing strategies

Understand the complexity of running a bank

**Subject Specific Skills**

Ability to analyse strategically

**Transferable Skills**

Communication with other students

Interaction with market professionals

**Learning and Teaching Methods**

Lectures, discussions, case studies  
Access to expert practitioners

**MODULE TEACHING PATTERN**

<i>Teaching Component</i>	<i>Type</i>	<i>Contact Hours</i>	<i>Self Directed Study Hours</i>	<i>Total Student Learning Hours</i>
Lectures	Lecture	22	128	150

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		<b>Totals</b>	22	128	150

**Module Relationships**

**Pre-requisite Relationships**

**Co-requisite Relationships**

**Non-requisite Relationships**

**Assessment Methods**

Invigilated tests and exam

**Module Pass Requirements**

**Module Pass Mark** 40

**Module Assessment**

<i>Assessment Component</i>	<i>Assessment Type</i>	<i>Weighting</i>	<i>Minimum Qualifying Mark</i>	<i>Pass/Fail</i>
Examination - 2.25 hours	Exam (Unseen)	70	0	No
Invigilated test	Coursework	30	0	No

**Indicative Reading List**

Heffernan - Modern Banking

**HESA Codes**

<b>Code</b>	<b>Description</b>	<b>Price Group</b>
27	Business and Management Studies	D

**JACS Codes**

<b>Code</b>	<b>Description</b>	<b>Percentage (%)</b>
N300	The study of financial systems, regulations and reporting.	100