



## Syllabus of Module

# 6. Commercial Banking

**Lecturer: Ing. Jan Krajíček, Ph.D.**

### Module Annotation

The course is aimed at deepening students' knowledge of banking, specifically in the area of bank management. Its content and structure is compiled in terms of bank management, bank balance sheet management, costs and revenues, the basics of bank marketing with a more detailed focus on the management of individual risks of banking business. By completing it, students will gain an overall overview of bank management. It is therefore necessary to complete the initial courses, as the experience gained in the initial courses is used in Economics and Bank Management.

### Module Objective

To introduce students to the basics of commercial bank management. Students will use the experience gained at middle and senior management levels in banks. Upon completion, students will understand the economics of bank management and the mechanisms of bank management, manage bank balance sheets, costs and revenues, develop a bank marketing plan, evaluate the quality of bank services and manage bank risks.

## Literature

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