



605-P24-VE



Virtual



7 hours



EGP 1,400

Course Description:

This course is designed for all staff working in the SME banking or officials responsible for dealing with loans of small and medium enterprises, in banks or financial institutions, to determine the opportunities and threats that exist for firms within a competitive environment. Participation, assignments and group exercises will help the participants use the Industry analysis market assessment tool to understand the competitive dynamics of an industry.

Target Audience:

This course is directed to all staff working in the SME banking or officials responsible for dealing with loans of small and medium enterprises, in banks or financial institutions.

Course Objectives:

By the end of this course participants will be able to:

- Understand the different types of industries and the seven-risk characteristics.

Course Outline:

Module 1: Industry Analysis Framework

Session One: Introduction to Industry Analysis

- Definition of an industry
- The difference between industry and sector
- Main types of industries

Session Two: The Concept of Market

- Characteristics of concentrated industries
- Demand, Supply and Market equilibrium
- Michael Porter Model

Session Three: Industry Risk

- The industry seven-risk characteristics
- Industry Risk Assessment Table



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Assessment Strategy:

Upon Successful Completion of this Course, participants will obtain:

- 40 % assignments between sessions
- 60% participation and group exercises in breakout rooms
- Each participant must obtain a passing score of 60%

Upon Successful Completion of this Certificate, participants will obtain:

0.7 CEUs

Course Language:

English

Prerequisites:

N/A

This program entitles you to attend:

N/A