

## Small and Medium Enterprises



605-P25-VE



Virtual



7 hours

### Course Description:

This course is designed for all SME banking staff or officials responsible for dealing with loans of small and medium enterprises, in banks or financial institutions, to identify 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 the program, participants will be able to:**

- Identify 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's Model.

##### Session Three: Industry Risk

- The industry's seven risk characteristics.
- Industry Risk Assessment Table.

### Assessment Strategy:

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

### Upon Successful Completion of this Course, participants will obtain:

0.7 CEUs

### Course Language:

English

### Prerequisites:

N/A

### This program entitles you to attend: