

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: Banking

### 1- Basic Information:

Course Name	Banking
Course ID	BFB607
Contact Hours (Registered Sessions)	30
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	6

### 2- Pre-Requisites:

Course	ID
Principles of Financial Management	BFB401

### 3- Course General Objectives:

This course aims to provide students with knowledge and skills that help them understand the origins, diversity and development of banking services over time, in a way that meets business requirements in various fields, and to expand their awareness of the most important banking services provided by banks to their customers, and not only of traditional banking services such as Letter of Credit, Letters of Guarantee, Bills of Exchange and Bank Drafts, etc. But also modern banking services such as Electronic Banking, Electronic Payments, Insurance Banking and International Banking. The course also aims to provide students with the skills and expertise necessary to benefit from banking services by facilitating their business and activities, in addition to the expertise and knowledge that allow them to exercise these services themselves in their potential work, whether in public sector banks or private sector banks.

### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Defines the concept of banking service, explains the goals and means of its development, clarifies the different forms of banking service development, mentions the stages of its development, discusses its life cycle, and proposes new ideas for developing banking services and discusses strategies for their development.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

<b>ILO2</b>	Defines the concept of quality of banking service and remembers the factors affecting it, distinguishes between the levels of quality of banking services, discusses its various dimensions and analyzes the relationship between these dimensions, and proposes a model for assessing the quality of banking services.
<b>ILO3</b>	Explains the banking pricing mechanism, analyzes the importance of banking service pricing decisions, identifies factors that must be taken into account when making banking service pricing decisions, explains banking price policies, and evaluates banking pricing methods.
<b>ILO4</b>	Explains the concept of liberalization of banking services, analyzes the impact of globalization on the development and diversity of banking services, identifies the reasons for the emergence of global banks and summarizes their most important functions, judges the mechanisms of transformation into global banks and assesses the advantages and disadvantages of these banks.
<b>ILO5</b>	Distinguishes between the methods of financing international trade and analyzes letter of credits as the best methods of financing it, distinguishes between the different letter of credits types and determines the steps for their implementation, summarizes the procedures necessary to open them and explains the various commissions related to them, and expects the risks resulting from letter of credits.
<b>ILO6</b>	Describes the letters of guarantee as basic banking services, analyzes the importance of the bank's investments in it for its customers, evaluates the controls related to it and distinguishes between its different types, and expects the risks of letters of guarantee, in addition to distinguishing between letters of guarantee and documentary credits.
<b>ILO7</b>	Describes Bills of Exchange and Bank Drafts as basic banking services, identifies factors affecting the bank's investments in them, evaluates bank transfer systems, in addition to distinguishing between Discount and Re-discount, and criticizes money transfer mechanisms internally and externally.
<b>ILO8</b>	Defines the insurance service provided by banks, analyzes the reasons for the emergence of bancassurance, compares insurance companies and banks in several ways, assesses the channels of insurance service distribution by banks and applies bancassurance forms, identifies the reasons for the success of bancassurance and compares its advantages and disadvantages.
<b>ILO9</b>	Defines syndicated loans, determines their importance, distinguishes between its various forms, connects between its various parties, and assesses the stages of the process of granting these loans, in addition to using them as a method for managing credit risks.
<b>ILO10</b>	Defines electronic banking service and identifies its advantages, analyzes the motives for providing these services by banks, examines the requirements for their success and distinguishes between their different types, in addition to assessing their risks and forecasting the challenges facing their development.
<b>ILO11</b>	Defines the concept of electronic banking payment and deduces its properties, compares its different types, predicts the risks of electronic payment systems, compares the advantages and disadvantages of electronic payment methods, and judges on international transfer systems.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

<b>ILO12</b>	Defines the international banking organization and distinguishes between its different types, analyzes the regulations and legislations that regulate the work of international banks and the services they provide, assesses the banking services provided by banks in international markets, and examines the challenges facing the development of international banking services, in addition to forecasting the future of these services.
--------------	---

## 5- Course Syllabus (30 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<p><b><u>Chapter 1: Introduction to banking services</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of banking service</li> <li>✓ The importance of developing banking services</li> <li>✓ Banking service development goals</li> <li>✓ Various forms of banking service development</li> <li>✓ The stages of developing banking service</li> <li>✓ Banking service life cycle</li> <li>✓ Sources of ideas for developing banking services</li> <li>✓ Banking development strategies</li> </ul>	3	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Viewing the banking services provided by banks listed on the Damascus Stock Exchange.
ILO2	<p><b><u>Chapter 2: Quality of Banking Services</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of banking service quality.</li> <li>✓ Banking service quality development requirements.</li> <li>✓ Banking service quality levels.</li> <li>✓ The quality of banking services.</li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Viewing international quality awards obtained by some banks.

<b>Syrian Arab Republic</b>	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
<b>Ministry of Higher Education and Scientific Research</b>		وزارة التعليم العالي والبحث العلمي
<b>Syrian Virtual University</b>		الجامعة الافتراضية السورية

	<ul style="list-style-type: none"> <li>✓ Elements of total quality in banking services.</li> <li>✓ Banking service quality assessment forms.</li> </ul>				
<b>ILO3</b>	<p><b><u>Chapter 3: Pricing of Banking Services</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of bank pricing.</li> <li>✓ The importance of banking pricing decisions.</li> <li>✓ Factors affecting pricing decisions for banking services.</li> <li>✓ Banking pricing objectives.</li> <li>✓ Banking pricing policies.</li> <li>✓ Banking pricing methods.</li> </ul>	2	2	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	Viewing the pricing mechanism in the Syrian private banks.
<b>ILO4</b>	<p><b><u>Chapter 4: Globalization and liberalization of banking services: Transition to a universal bank</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of liberalizing international trade for services.</li> <li>✓ Globalization and its impact on the banking services industry.</li> <li>✓ The concept of universal banks.</li> <li>✓ Reasons for the emergence of universal banks.</li> <li>✓ Distinctive features of universal banking.</li> <li>✓ Universal banks functions.</li> <li>✓ The elements of transformation to universal banks.</li> <li>✓ Mechanisms of</li> </ul>	3	2	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	Viewing some texts and laws for liberalizing banking, finance and international trade services.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	<p>transformation to universal banks.</p> <ul style="list-style-type: none"> <li>✓ Advantages and disadvantages of universal banks.</li> </ul>				
<b>5ILO</b>	<p><b><u>Chapter 5: Letter of Credits and Their Importance in Financing Foreign Trade</u></b></p> <ul style="list-style-type: none"> <li>✓ Classical methods used to financing international trade operations and their problems.</li> <li>✓ Letter of credit definition and its importance.</li> <li>✓ The parties to the contractual relationship in the letter of credit.</li> <li>✓ The independence of the relationship between the parties of the letter of credit.</li> <li>✓ Steps to implement letter of credit.</li> <li>✓ Letter of credit types.</li> <li>✓ Documents related to letter of credit.</li> <li>✓ Commissions included in letter of credits.</li> <li>✓ Letter of credit risks and used tools to reduce them.</li> </ul>	3	2	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	Viewing the letter of credit service provided by the Syrian Commercial Bank to its customers.
<b>ILO6</b>	<p><b><u>Chapter 6: Letters of guarantee</u></b></p> <ul style="list-style-type: none"> <li>✓ Letters of guarantee definition and their importance.</li> <li>✓ Elements of guarantee letters.</li> <li>✓ Controls for issuing letters of guarantee.</li> <li>✓ Types of guarantee letters.</li> </ul>	2	2	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Exercises</li> <li><input checked="" type="checkbox"/> Assignments</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Practices</li> <li><input type="checkbox"/> Others</li> </ul>	Viewing the service of letters of guarantee provided by the Syrian Commercial Bank to its customers.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	<ul style="list-style-type: none"> <li>✓ Practical procedures for issuing letters of guarantee.</li> <li>✓ The most important documents required in implementing the letters of guarantee.</li> <li>✓ Letter of guarantee expiration.</li> <li>✓ The risks of guarantee letters.</li> <li>✓ Distinguishing between letters of guarantee and letter of credits.</li> </ul>				
<b>ILO7</b>	<p><b><u>Chapter 7: Bills of Exchange and Bank Drafts</u></b></p> <ul style="list-style-type: none"> <li>✓ Bill of exchange definition.</li> <li>✓ Bill of exchange types.</li> <li>✓ The bills of exchange as an important investment tool for the bank.</li> <li>✓ Factors affecting the bank's investments in bills of exchange.</li> <li>✓ Discount and re-discount of bill of exchange.</li> <li>✓ Providing bank loans guaranteed by bills of exchange.</li> <li>✓ Definition of bank drafts.</li> <li>✓ The data included in the bank drafts.</li> <li>✓ Types of bank drafts</li> <li>✓ SWIFT system.</li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Viewing the approved draft in Syria, in addition to the approved transfer system.
<b>ILO8</b>	<p><b><u>Chapter 8: Bancassurance</u></b></p> <ul style="list-style-type: none"> <li>✓ Definition bancassurance.</li> <li>✓ The emergence of bancassurance and the reasons for the</li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	Researching the reality of Syrian banks providing insurance services.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	<p>emergence of the insurance bank.</p> <ul style="list-style-type: none"> <li>✓ Similarities and differences between insurance companies and banks.</li> <li>✓ Banks' distribution channels for insurance services.</li> <li>✓ Bancassurance Forms.</li> <li>✓ Methods for developing bancassurance.</li> <li>✓ Bancassurance success factors.</li> <li>✓ Advantages and disadvantages of bancassurance.</li> </ul>			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	<p><b><u>Chapter 9: Syndicated Banks Loans</u></b></p> <ul style="list-style-type: none"> <li>✓ The emergence and development of Syndicated Banks Loans.</li> <li>✓ Definition of Syndicated Banks Loans.</li> <li>✓ The importance of Syndicated Banks Loans.</li> <li>✓ Forms of Syndicated Banks Loans.</li> <li>✓ The parties involved in the Syndicated Banks Loans.</li> <li>✓ Duration of Syndicated Banks Loans.</li> <li>✓ The documents required for the Syndicated Banks Loans.</li> <li>✓ Stages of providing Syndicated Banks Loans.</li> <li>✓ Syndicated Banks Loans as a method used to managing credit risk.</li> <li>✓ Case studies.</li> </ul>	3	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Searching for syndicated loans provided by Syrian banks to their clients.

<b>Syrian Arab Republic</b>	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
<b>Ministry of Higher Education and Scientific Research</b>		وزارة التعليم العالي والبحث العلمي
<b>Syrian Virtual University</b>		الجامعة الافتراضية السورية

<b>ILO10</b>	<p><b><u>Chapter 10: Electronic Banking Services</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of electronic banking.</li> <li>✓ The advantages of electronic banking.</li> <li>✓ Motives for adopting electronic banking.</li> <li>✓ Electronic banking services requirements.</li> <li>✓ Types of electronic banking services.</li> <li>✓ Risks of electronic banking services.</li> <li>✓ The challenges facing electronic banking services.</li> </ul>	3	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Viewing the electronic banking services provided by the Syrian banks.
<b>ILO11</b>	<p><b><u>Chapter 11: Electronic bank payment</u></b></p> <ul style="list-style-type: none"> <li>✓ The concept of electronic payment systems.</li> <li>✓ Electronic payment methods characteristics.</li> <li>✓ Factors of development of electronic payment methods.</li> <li>✓ Types of electronic payment methods.</li> <li>✓ Risks of electronic payment systems.</li> <li>✓ Advantages and disadvantages of electronic payment systems.</li> <li>✓ International transfer system.</li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Viewing the electronic payment systems in the Syrian banks.
<b>ILO12</b>	<p><b><u>Chapter 12: International Banking Services</u></b></p> <ul style="list-style-type: none"> <li>✓ Types of international banking organizations.</li> <li>✓ Regulating international</li> </ul>	3	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	Viewing the services provided by a well-known international banking organization.



Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	banking services. ✓ The services provided by banks in the global markets. ✓ International banks challenges in foreign markets. ✓ The future of banking and financial services.			<input type="checkbox"/> Others	
--	---	--	--	---------------------------------	--

## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Defines the concept of banking service, explains the goals and means of its development, clarifies the different forms of banking service development, mentions the stages of its development, discusses its life cycle, and proposes new ideas for developing banking services and discusses strategies for their development.	✓ Comparing different forms of banking services. ✓ Drawing banking Service life cycle. ✓ Discussing new ideas for developing banking services.	x		x		
ILO2	Defines the concept of quality of banking service and remembers the factors affecting it, distinguishes between the levels of quality of banking services, discusses its various dimensions and analyzes the relationship	✓ Determining and discussing the quality of banking services. ✓ Evaluating a	x	x	x		

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	between these dimensions, and proposes a model for assessing the quality of banking services.	service quality model. ✓ Comparing the different levels of banking service quality.					
ILO3	Explains the banking pricing mechanism, analyzes the importance of banking service pricing decisions, identifies factors that must be taken into account when making banking service pricing decisions, explains banking price policies, and evaluates banking pricing methods.	✓ Making a banking service pricing decision based on certain data. ✓ Analyzing one of the approved pricing policies in banking services pricing. ✓ Discussing banking pricing methods.	X	X	X		
ILO4	Explains the concept of liberalization of banking services, analyzes the impact of globalization on the development and diversity of banking services, identifies the reasons for the emergence of global banks and summarizes their most important functions, judges the mechanisms of transformation into global banks and assesses the advantages and disadvantages of these banks.	✓ Comparing services provided by universal banks with services provided by classic banks. ✓ Evaluating the mechanisms of transferring to universal banks. ✓ Comparing advantages and	X		X		

<b>Syrian Arab Republic</b>	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
<b>Ministry of Higher Education and Scientific Research</b>		وزارة التعليم العالي والبحث العلمي
<b>Syrian Virtual University</b>		الجامعة الافتراضية السورية

		disadvantages of universal banks.					
<b>ILO5</b>	Distinguishes between the methods of financing international trade and analyzes documentary credit as the best methods of financing it, distinguishes between the different types of documentary credits and determines the steps for their implementation, summarizes the procedures necessary to open them and explains the various commissions related to them, and expects the risks resulting from documentary credits.	<ul style="list-style-type: none"> <li>✓ Distinguishing between different types of documentary credits.</li> <li>✓ Choosing the best form of documentary credits based on certain data.</li> <li>✓ Predicting documentary credits risks.</li> </ul>	x	x	x		
<b>ILO6</b>	Describes the letters of guarantee as basic banking services, analyzes the importance of the bank's investments in it for its customers, evaluates the controls related to it and distinguishes between its different types, and expects the risks of letters of guarantee, in addition to distinguishing between letters of guarantee and documentary credits.	<ul style="list-style-type: none"> <li>✓ Distinguishing between different types of letters of guarantee.</li> <li>✓ Choosing the best form of letters of guarantee based on certain data.</li> <li>✓ Predicting the risks of letters of guarantee.</li> </ul>	x	x	x		
<b>ILO7</b>	Describes Bills of Exchange and Bank Drafts as basic banking services, identifies factors affecting the bank's investments in them, evaluates bank transfer systems, in addition to	<ul style="list-style-type: none"> <li>✓ Comparing discount to rediscount of Bills of Exchange.</li> <li>✓ Evaluating a</li> </ul>	x	x	x		

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	distinguishing between Discount and Re-discount, and criticizes money transfer mechanisms internally and externally.	<ul style="list-style-type: none"> <li>✓ Analyzing and comparison of internal and external transfer mechanisms.</li> </ul>					
<b>ILO8</b>	Defines the insurance service provided by banks, analyzes the reasons for the emergence of insurance banking, compares insurance companies and banks in several ways, assesses the channels of insurance service distribution by banks and applies insurance banking models, identifies the reasons for the success of the insurance banking and compares its advantages and disadvantages.	<ul style="list-style-type: none"> <li>✓ Comparing the services provided by banks with the services provided by insurance companies.</li> <li>✓ Selecting the channel of the banking insurance service distribution based on certain data.</li> <li>✓ Comparing advantages of insurance banking with its disadvantages.</li> </ul>	X	X	X		
<b>ILO9</b>	Defines syndicated loans, determines their importance, distinguishes between its various forms, connects between its various parties, and assesses the stages of the process of granting these loans, in addition to using	<ul style="list-style-type: none"> <li>○ Distinguishing between different types of syndicated loans.</li> <li>○ Evaluating the</li> </ul>	X	X	X		

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	them as a method for managing credit risks.	stages of providing these loans to clients. ○ Linking credit risk management and syndicated loans.					
<b>ILO10</b>	Defines electronic banking service and identifies its advantages, analyzes the motives for providing these services by banks, examines the requirements for their success and distinguishes between their different types, in addition to assessing their risks and forecasting the challenges facing their development.	✓ Distinguishing between the different types of electronic banking services. ✓ Predicting risks of electronic banking. ✓ Discuss the necessary factors necessary for the success of electronic banking.	X	X	X		
<b>ILO11</b>	Defines the concept of electronic banking payment and deduces its properties, compares its different types, predicts the risks of electronic payment systems, compares the advantages and disadvantages of electronic payment methods, and judges on international transfer systems.	✓ Distinguish between different types of electronic payment. ✓ Comparing advantages and disadvantages of electronic payment methods.	X	X	X		

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

		✓ Discussing one of the approved electronic banking settlement and transfers systems.					
<b>ILO12</b>	Defines the international banking organization and distinguishes between its different types, analyzes the regulations and legislations that regulate the work of international banks and the services they provide, assesses the banking services provided by banks in international markets, and examines the challenges facing the development of international banking services, in addition to forecasting the future of these services.	<ul style="list-style-type: none"> <li>○ Distinguishing between different types of international banking organizations.</li> <li>○ Discussing certain legislation governing international banking services.</li> <li>○ Predicting the future of international banking services.</li> </ul>	x	x	x		

## 7- Practice Tools:

Tool Name	Description

## 8- Main References

1- Suresh, P., and Paul, J., (2018), Management of Banking and Financial Services, 4nd Edition, Pearson India Education Services Pvt.
2- Rose, P.S., and C. Hudgins, S.C., (2012), Bank Management & Financial Services, Eighth Edition,

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

McGraw-Hill/Irwin.  
 3- Tasca, P., (2016), Banking Beyond Banks and Money, Springer International Publishing Switzerland.

## 9- Additional References

- 1- عباس، وسام فؤاد، 2019، دور بحوث التسويق في تطوير الخدمات المصرفية: دراسة استطلاعية في عينة من المصارف التجارية الخاصة في محافظة كربلاء المقدسة، مجلة كلية الإدارة والاقتصاد للدراسات الاقتصادية والإدارية والمالية، المجلد 9، العدد 3، ص.ص. 199-223.
- 2- الزامل، أحمد محمود وآخرون، 2012، تسويق الخدمات المصرفية، إثراء للنشر والتوزيع، عمان.
- 3- خزعل، بصير خلف؛ أرسلان مؤيد أكرم، 2018، الأداء الاستراتيجي التسويقي وأثره في جودة الخدمات المصرفية، دراسة استطلاعية لآراء عينة من الموظفين في المصارف كركوك - فرع الرشيد، عدد خاص بالمؤتمر العلمي الدولي الثاني لجامعة جبهان-أربيل في العلوم الإدارية والمالية، 27-28 حزيران.
- 4- Anderloni, L., Debora Braga, M., and Maria Carluccio, E., (2007), New Frontiers in Banking Services, Springer-Verlag Berlin Heidelberg.
- 5- Mooney Cotter, A., and Others, (2003), Banking & Corporate Financial Services, Cavendish Publishing Limited.