

CREDIT ANALYSIS COURSE – 3 DAYS

Marketing and relationship officers have the responsibility to initiate and follow up on assets created by their institutions through various credit programmes. The aim of this course is to enable participants to have an overview of the credit process and understand the risk involved and also issues in customer relationships.

Learning Objectives:

Participants will:

- Understand accounting principles and concepts
- Know the different financial statements of a going concern
- Understand the seven 'C's of credit
- Understand the lending process and the relationship with business cycles
- Understand the power of relationship marketing
- Perform economic, industry and business analysis
- Classify assets and perform qualitative and quantitative reviews
- Understand the credit policy and product programmes of the organisation

Learning Contents:

- Accounting principles and concepts
- Understanding financial statement
- What credit risk is?

- Seven C's of credit
- The credit analysis process
- The lending processes
- Industry analysis
- Asset classification
- Risk acceptance criteria (RAC)
- Prudential guidelines
- Relationship marketing
- Legal issues in lending

Fee: Negotiable

Who Should Attend?

Credit and marketing officers in banks and financial institutions.

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