

高等学校金融学类英文版教材

Bank Management 5e

Timothy W. Koch Scott MacDonald 著

银行管理学

何自云(对外经济贸易大学) 改编
戴国强(上海财经大学) 审校

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Timothy W. Koch and S. Scott MacDonald

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出版前言

自教育部在《关于加强高等学校本科教学工作 提高教学质量的若干意见》【教高(2001)4号】中提出双语教学的要求后,各地高校相继开设了一系列双语教学课程。这对提高学生的学科和外语水平,开阔国际视野,培养创新型人才起到了重要的作用;一大批教师也逐渐熟悉了外文授课,自身的教学水平和能力得到较大提高,具备国际学术思维的中青年教师脱颖而出。同时,经过近几年的双语教学实践,国外原版教材量大、逻辑不够清晰、疏离中国现实等问题也影响了双语教学的效果。因此,对外版教材进行本土化的精简改编,使之更加适合我国的双语教学已提上教材建设日程。

为了满足高等学校经济管理类双语课程本土化教学的需要,在教育部高等教育司的指导和帮助下,高等教育出版社同Thomson Learning等国外著名出版公司通力合作,在国内首次推出了金融、会计、经济学等专业的英文原版改编教材。本套教材的遴选、改编和出版严格遵循了以下几个原则:

1. 择优选取权威的新版本。在各专业选书论证会上,我们要求入选改编的教材不仅是在国际上多次再版的经典之作的最新版本,而且是近年来已在国内被试用的优秀教材。

2. 改编后的教材力求内容规范简明,逻辑更加清晰,语言原汁原味,适合中国的双语教学。选择的改编人既熟悉原版教材内容又具有本书或本门课程双语教学的经验;在改编过程中,高等教育出版社组织了知名专家学者召开了数次改编和审稿会议,改编稿征求了众多教师的意见。

3. 改编后的教材配有较丰富的辅助教学支持资源,教师可在网上免费获取。同时,改编后的教材厚度适中,定价标准较低。

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

此次英文改编教材的出版,得到了很多专家学者的支持和帮助,在此深表谢意!我们期待这批英文改编教材的出版能对我国经济管理类专业的教学能有所帮助,欢迎广大读者给我们提出宝贵的意见和建议。

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关于本书

内容简介

在最近几十年中，商业银行的经营环境、组织制度、业务范围、经营方式、管理技术、监管规则等各个方面都发生了极其巨大的变化。本书详细分析了在这种背景下现代商业银行的最新经营管理理念和实践，概括了国际银行业的现状和发展趋势，具体内容包括经营环境分析、银行绩效评价、利率风险管理、负债管理、资本管理、现金资产管理、贷款管理和投资管理等内容。

本书除可作为本科高年级、研究生低年级银行管理课程教材使用外，还可供银行培训教材使用，并可供经济、金融理论工作者和实际工作者阅读参考。

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教学支持资源（见本书教学支持说明页）

1. Instructor's Manual
2. PowerPoint
3. Test Bank
4. <http://www.heziyun.com>
5. Others

商业银行在世界各国金融体系中长期以来一直占据着极其重要的地位,在我国更是金融体系的主力。2003年底在我国全部金融机构总资产中,商业银行总资产所占比例高达88%;在2003年度金融体系的全部融资中,银行贷款所占比例达到了85.2%,而国债融资只占10.0%,股票融资只占3.9%,而企业债券融资仅占1.0%。

在最近几十年中,商业银行的经营环境、组织制度、业务范围、经营方式、管理技术、监管规则等各个方面都发生了极其巨大的变化。第一章“促进银行业变化的基本因素”概括了这些变化,其中最为突出的是不断强化的竞争,包括对存款、贷款、支付服务以及对其他银行服务的竞争。这一章进而分析了导致这些变化的五个主要因素:放松监管、金融创新、资产证券化、经济金融全球化和技术进步。商业银行为了能够在竞争中获胜,必须能够提供具有市场优势的产品,能够提供区别于竞争对手的个性化的金融服务。

如何评价一家商业银行的经营业绩,是银行管理者、股东、监管当局、存款人以及其他关心商业银行的经济主体都非常关心的一个核心问题,自然也就成为了研究商业银行微观经营管理所面临的第一个重要课题。第二章“银行绩效评价”首先详细介绍了反映银行总体状况和经营绩效的资产负债表和损益表,接着描述并通过实例讲解了运用银行财务报表分析银行经营业绩的资本收益率模型。本章还讨论了银行在经营管理过程中如何协调平衡盈利性、安全性和流动性,介绍了骆驼评级体系,简要阐述了运用财务报表分析银行绩效可能存在的一些问题。

激烈的竞争使商业银行靠利差获得稳定利润的日子已经一去不复返,非利息收入对银行利润的贡献不断提高。1981年美国全部商业银行非利息收入占总净收入(即扣除利息支出以后的总收入)的比重只有23%,而2001年这一比例上升到了42%,预计在2007年左右会超过50%。第三章“非利息收入与非利息成本的管理”讨论了在银行业务重心发生这一重大转移的过程中所需要注意的一些问题。这一章首先分析了通常用于衡量银行非利息业务盈利状况和非利息成本控制能力的几个重要指标,接着介绍了客户盈利性分析的基本方法,并提出银行必须根据客户的要求和市场状况提供能够有效提高客户盈利性的银行产品组合。本章最后介绍了通过控制非利息成本而改善银行经营状况的几种主要战略:降低费用、提高效率、增加收入、提高贡献度。

利率风险是商业银行所面临的重大风险之一。第四章“利率风险的管理——GAP与收入敏感性”和第五章“利率风险的管理——持续期缺口与股权的市场价值”,分别介绍了银行管理利率风险的两项基本技术,即敏感性缺口法和持续期缺口法。敏感性缺口法是一种传统的静态管理方法,它主要是通过某一时点上比较资产和负债的敏感性,来分析短期内利率的变化对银行净利息收入可能造成的影响。持续期缺口法是将银行的资产负债表作为一个整体来分析,通过计算、加总银行全部资产和全部负债的加权到期期限,来分析在相对较长的时期内,利率的变化对银行股东权益(即银行

净值)的市场价值的影响。这两章在通过实例分别详细介绍这两种利率风险管理方法之后,还介绍了银行在运用这两种方法时可以采用的不同利率风险管理战略。

吸收社会公众存款,是商业银行区别于其他金融机构的核心特征,也是商业银行受到如此严格监管的主要原因。随着金融管制的放松和金融创新的发展,银行首先面临的冲击就是负债方面的冲击。第六章“负债管理”分析了这种冲击,介绍了银行在这种冲击的影响下银行所采取的主要策略,即一方面要变得更加主动,另一方面要不断扩大负债来源。本章详细介绍了银行各种负债工具的特征,并分析了负债成本对银行风险的影响,最后还简单介绍了存款保险的相关问题。

资本是保障银行稳健经营的重要手段之一,它不仅能够帮助有效地吸收银行在经营过程中所出现的各种损失,而且能够通过提高银行在金融市场上的融资能力,限制银行高风险资产的过度增长来降低银行的经营风险。正是由于资本在银行经营管理中居于如此重要的地位,所以,2004年6月正式发布的《新资本协议》将资本作为保障银行稳定的三大支柱中的第一大支柱。第七章“资本的有效运用”即以《新资本协议》(包括原《资本协议》)为基础,介绍了银行资本的构成、作用以及资本充足性的衡量,分析了资本充足性要求对银行经营管理的影响,比较了银行不同资本来源的利弊,并运用实例说明了银行资本计划的主要方法。

第八章“流动性与现金资产的管理”着重讨论了银行在流动性风险管理过程中所面临的这样一个两难处境:为了保证客户提取存款、获得贷款的需要,防止因挤兑原因等所导致的流动性问题而陷入危机,银行应尽可能多地保留具有高流动性的现金资产,但这又会因现金资产不能为银行带来任何收入而影响银行的盈利性目标。因此,面对这一两难处境,银行流动性管理的目标,是以尽可能低的机会成本来保障银行具有充分的流动性。本章在介绍银行现金资产的主要种类及各自主要特征的基础上,描述了流动性规划的主要方法,并通过实例介绍了衡量银行流动性的主要指标。

贷款是商业银行的主要资产,不论是中国银行还是国外银行,不论是大银行还是小银行,在总资产中贷款所占比例一般都超过了60%。贷款管理水平在一定程度上反映了一家银行的总体管理水平,贷款质量也在一定程度上决定了银行的成败。因此,本书一共用了四章的篇幅来介绍银行的贷款管理。第九章“信贷政策与贷款特征总览”首先总结了近几十年来银行贷款的总体发展趋势,进而介绍了贷款管理过程和各类主要贷款的特征。第十章“商业贷款的评估”在概括银行贷款分析中所需要考虑的五个主要因素的基础上,通过实例介绍了评估商业贷款申请的四个步骤。第十一章“消费者贷款的评估”介绍了消费者贷款的主要种类及其风险特征和收益特征,并通过与商业贷款评估的比较,说明了消费者贷款评估的特殊性,最后介绍了消费者贷款评估的基本方法。第十二章“客户盈利性分析与贷款定价”介绍了客户盈利性分析框架,并通过商业银行贷款和消费者贷款的两个实例说明了这一框架在贷款定价中的应用。

有价证券相对于贷款来说具有更高的流动性,相对于现金资产来说又具有更高的盈利性,因此,证券投资也就成了商业银行协调流动性和盈利性之间所存在的矛盾的重要手段。第十三章“投资组合与投资政策”介绍了银行从事证券投资的目标、对象和政策,并分析了进行证券投资时需要考虑的主要因素。

以上是本书的主要内容。正如本书多处内容所显示的,银行业是一个很特殊的行业,银行的经营管理在很大程度上受制于一国的监管,并且在更广泛的意义上受制于一国的社会、政治、经济、文化等因素。因此,学习适用于中国的银行管理知识,必须了解中国银行业及其监管,必须了解中国的社会、政治、经济、文化等对商业银行及其经营管理的影响。虽然在本书改编的过程中,我们尽量保证使其符合中国读者的需要,但为了基本保持原书的结构和风格,同时因为受制于篇幅,我们未能更多地加入与中国银行业有关的资料和论述。为了弥补这一缺陷,本书的改编者何自云博士在其主办的网站“商业银行世界”(http://www.heziyun.com)上免费提供了相当丰富、而且不断更新的资料,希望能对读者有所帮助。

审校及改编者

2004年10月

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FUNDAMENTAL FORCES OF CHANGE IN BANKING



Deregulation, financial innovation, securitization, globalization, and advances in technology are quickly changing the nature of commercial banking. Consumers who want to open a checking account can go to a local commercial bank, savings and loan, mutual savings bank, credit union, brokerage house, such as Merrill Lynch, or deal with a discount broker like Charles Schwab. They can also contract with Intuit, a software company that provides bill payment services through the use of its Quicken software, or simply open a checking account at a virtual bank, which exists only on the Internet. Consumers who want a credit card can get one from any depository institution, gas company, department store, or national finance company. They can also get cosponsored cards from General Electric, General Motors, Ford Motor, Prudential, Merrill Lynch, Charles Schwab, IBM, and many other nonfinancial firms. Consumers simply have more

choices now than ever before when purchasing financial services.

Not surprisingly, firms compete aggressively for consumers' business. Competition, in turn, puts a premium on innovation and precision in delivering service and personalizing it for individuals. In some cases, however, the opportunities are not the same for all service providers. Even though commercial banks have gained greater flexibility in diversifying their asset base across geographic boundaries and into new product lines in recent years, federal and state regulations often put them at a competitive disadvantage.

In this chapter, we examine recent competitive trends affecting the banking industry, as manifested by the greater number of suppliers of banking and financial services, as well as the greater variety of products and services offered. The banking industry is somewhat unique because it is simultaneously consolidating and diversifying. This chapter identifies five fundamental forces of change — market-driven competitive factors, product innovation and deregulation, securitization, globalization, and technological advances. It also demonstrates how these forces will lead to even more competition, greater consolidation, increased diversification, and a worldwide restructuring of financial institutions and markets.