THE ABSTRACT OF GRADUATION THESIS

1. **Topic:** Development of retail banking services of Bank of Investment and Development of Vietnam

2. **Author:** Pham Thu Hien

3. **Major:** Banking and Finance

4. **Publishing year:** 2011

5. **Supervisor:** Dr. Nguyen Thi Thu

6. **Research purposes:**
   - This subject has concentrated on researching and analyzing actual situation of development of retail banking of Bank of Investment and Development of Vietnam (BIDV) from 2007 to 2010. On this basis, some solutions are proposed for developing of retail banking services of BIDV.
   - To implement the purpose above, the thesis contains contents as below:
     + Systemizing basic theories of business in retail banking services of commercial banks.
     + Analyzing, assessing in detail of actual situation of development of retail banking services of Bank of Investment and Development of Vietnam.
     + Proposing solutions in order to develop the retail banking services of BIDV.

7. **New contributions:**
   - Systemizing basic theoretical issues of retail banking services of commercial banks.
   - Analyzing and assessing thoroughly business of retail banking services of BIDV from 2007 to 2010. Thereby, the thesis can show good performances as well as the limits and its causes.
   - On the basis of assessment and orientation of developing business of retail banking services of BIDV in the future, some solutions and recommendations have been proposed for business promotion of BIDV ’s retail banking services.

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