Banco Seguro Case is an interactive case study which shows the process of budget negotiations in an organization.

This case study is brought to life through the following resources:

- Audio excerpts
- Video footage
- Interactive exercises
The case is developed around a role play scenario between a sales director and an operations director whom must reach a consensus regarding the budget.
Once an agreement has been achieved the company controller will point out the lack of cohesion internally and encourage modifications. To conclude, the general director will make some final adjustments to the budget.