



NEW EUROPE MASTER IN BANKING AND ENTREPRENEURSHIP

VIII EDITION – ACADEMIC YEAR 2010/2011

 **UniCredit Group**



FONDAZIONE CASSAMARCA
Monti Musoni ponto dominorque Naoni



Master Specialistico

Accreditato



THE MASTER'S PROGRAM IN BRIEF

The New Europe Master in Banking and Entrepreneurship is a post-graduate program which aims to provide a technical and practical understanding of the European banking system and of the multifaceted relationships between banks and business communities. It was initiated in 2003 as a joint effort of **UniCredit Group** and **Fondazione Cassamarca**.

What differentiates the New Europe Master in Banking and Entrepreneurship from other programs is its **strong focus on banking and entrepreneurship**, coupled with the opportunity to engage in a 3-month internship at one of the banks or business areas of UniCredit Group.

The program is particularly geared to students from Central and Eastern European countries, providing them with a **chance to live in Italy** and absorb the language and culture of the country.

The New Europe Master in Banking and Entrepreneurship is run on the premises of the superb, former Franciscan monastery Convento di San Francesco, situated in Conegliano, a charming town in the Veneto region which represents a gateway to Eastern Europe and is well known for its original entrepreneurial formula.

The duration of the program is one academic year. **The 8th edition of the New Europe Master will start October 13, 2010.** Attendance is compulsory. Students will participate in at least 1000 hours of classes, workshops and seminars (October 2010 – April 2011) followed by the 3-month internship (May – July 2011) and the final thesis (September 2011). In order to attend classes, students will need to be formally admitted to the Master's program and to show proof of continued advancement in the program based on intermediate examinations, tests and group work. Students will receive a detailed academic year program at the beginning of the course.

The teaching staff consists of professors coming from various Italian and Eastern European universities. Banking sector professionals will also lecture on specific topics. Since 2007 the New Europe Master in Banking and Entrepreneurship has been recognized by **ASFOR**, the Italian Association for Management Education Development, as **Master Specialistico** (specialized Master's program). This recognition was granted in order to acknowledge the soundness and high standards of the program in terms of content, quality teaching, and standing commitment by the involved institutions.

CANDIDATE REQUIREMENTS AND ADMISSION

The Master's program is geared to **graduates** (both bachelor's and master's degrees) and **young professionals** with up to two years of professional experience. Ideal applicants should have citizenship of **one of the Central and Eastern European countries where UniCredit Group is present** (e.g. Azerbaijan, Bosnia, Bulgaria, Croatia, the Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey, Ukraine).

Applicants need to have:

- a university degree
- a TOEFL or similar certificate to demonstrate proficiency in English
- internship experience and / or work experience (preferably finance-related)

A maximum of 30 students is set for the Master's program. Admission to the New Europe Master in Banking

and Entrepreneurship will follow a selection process based on the candidates' documentation, possible interviews and other types of assessment in order to get to know the candidates further and evaluate their competence in English.



SCHOLARSHIPS

The registration fee for the Master's program is Euro 25,000. This includes board, lodging and teaching material. The sponsors of the New Europe Master in Banking and Entrepreneurship will award the selected

candidates with a **scholarship covering up to Euro 22,000** of the registration fee of the Master's program. The remaining fee is to be paid in three instalments of Euro 1,000 (+20% VAT) each.

APPLICATION AND DEADLINE

In order to apply for the New Europe Master in Banking and Entrepreneurship and the scholarship, applicants need to provide the following documents **within June 30, 2010**:

- Motivation letter ("Let us know why you want to do this program and why you are the right candidate" – 1 page maximum)
- Curriculum Vitae ("Provide us with detailed information" – 2 pages maximum)
- Application form (The formal request for the scholarship, to be **digitally** filled, please use handwriting only for the signature)
- Passport copy
- English transcript of academic degree, exams, grades
- Language certificates
- Letter of recommendation (e.g. university professor, manager of a company)

Any other references to support your application are also welcome (but not mandatory).

All documents listed above have to be sent as a **hard copy application by post to**:

**The Secretary, Umanesimo Latino S.p.A.
Piazza S. Leonardo, 1
31100 Treviso, Italy**

Please note: Among the above listed documents, please send the following ones also via e-mail to info@masterbe.com by June 30, 2010. (The deadline is the same, but we suggest you to send the electronic files anytime in advance):

- Motivation letter
- Curriculum Vitae
- Application form (signed and scanned)

To check all further details and to download the application form: www.masterbe.com

CONTACT DETAILS

New Europe Master in Banking and Entrepreneurship

c/o Ex Convento di San Francesco

Via E. de Amicis, 4

31015 Conegliano (Treviso), Italy

Tel: +39/0422/1848904 · Fax: +39/0422/1848914

Hard copy application to be sent to:

Umanesimo Latino S.p.A.

Piazza S. Leonardo, 1

31100 Treviso, Italy

Tel: +39/0422/513500 · Fax: +39/0422/513510

All detailed information available at:

www.masterbe.com

For all further inquiries, please contact:

Academic Director: Mr Matej Lah

Operating Manager: Mr Daniele Paparotti

info@masterbe.com

Secretary: Mrs Monica Zoppas

infocampus@fondazionecassamarca.it



PROGRAM MODULES

The New Europe Master in Banking and Entrepreneurship consists of 5 general modules (October 2010 – April 2011), the internship period (May – July 2011) and the final thesis (six weeks of preparation):

MODULE 1 – APPLIED ECONOMICS & LANGUAGES

- Teaching of Italian and German business language & culture
- Basic principles of mathematics & statistics applied to economics
- Microeconomics, macroeconomics, and economics policy
- Monetary economics, monetary policies and banking supervision in the Euro area
- International economics & finance (European vs. New Europe scenario)

MODULE 2 – CORPORATE FINANCE & RISK ANALYSIS

- Company's balance sheet and income statement, international accounting standards (IAS), bank's accounting
- Analysis of economic and financial process – basic financial principles & corporate finance
- Capital Budgeting: national/international financial management & investment valuation
- Risk management function: risk valuation & uncertainty, Basel II (credit risk and rating)

MODULE 3 – FINANCE & FINANCIAL MARKETS

- General overview of financial markets & financial instruments
- The return to risk ratio puzzle: Portfolio theory, CAPM, APT
- Capital Structuring & Financial Policy
- Strategic Finance: M&A, Restructuring

MODULE 4 – ENTREPRENEURSHIP

- HR policy and development
- Company and Operation Management
- Marketing
- Strategy

MODULE 5 – BANKING

- Drivers of change in banking
- Bank planning and control: bank performance overview
- Retail banking
- Private banking
- Corporate banking: credit function of banks and their credit policies, client evaluation process
- Corporate banking: relationship bank/company, private equity activity, project finance

FINAL MODULE – CASE STUDIES & PRESENTATIONS

INTERNSHIP – PRACTICAL EXPERIENCE

THESIS



UniCredit Group

Human Resources Management

www.careers.unicreditgroup.eu

Fondazione Cassamarca

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