



FONDAZIONE CASSAMARCA  
Monti Musoni ponto dominorque Naoni



## PUBLIC ANNOUNCEMENT FOR ASSIGNMENT OF SCHOLARSHIP

for

### ***NEW EUROPE MASTER IN BANKING AND ENTREPRENEURSHIP***

***Academic Year 2008/2009***

#### **Art. 1 Aim of the Master's Degree Programme**

For the academic year 2008/2009, **UniCredit S.p.A.**(<sup>1</sup>) and the **Fondazione Cassamarca** are sponsoring, for the sixth year running, the *"New Europe Master in Banking and Entrepreneurship"*.

The Master is a post-graduate programme aimed at enriching technical and practical understanding of the European banking system and of the multifaceted relationship that exists between banks and the business world. The objective of the programme is to create new, highly professional figures with a command of the know-how essential to bank and business management.

---

\* The Banks of UniCredit Group are: Austria - Bank Austria Creditanstalt; Azerbaijan - Yapi Kredi Bank Azerbaijan; Bosnia Erzegovina - UniCredit Zagrebacka Banka, HVB Central Profit Banka, Nova Banjalucka Banka; Bulgaria - UniCredit Bulbank; Croatia - Zagrebacka Banka d.d.; Czech Republic - UniCredit Bank; Estonia - UniCredit Bank Estonia; Germany - Bayerische Hypo und Vereinsbank; Hungary - UniCredit Bank Hungary Zrt.; Kazakhstan - ATF Bank; Kyrgyzstan - ATF Bank; Latvia - UniCredit Bank Latvia; Lithuania - HVB Bank Lithuania, NDL Klaipeda, UniCredit Bank Lithuania; Poland - Bank PEKAO S.A., Bank BPH S.A.; Romania - UniCredit Tiriac Bank, HVB Banca Pentru Locuinte; Russian Federation - International Moscow Bank PLC, Yapi Kredi Bank Moscow; Serbia - UniCredit Bank Serbia; Slovak Republic - UniCredit Bank Slovakia; Slovenia - UniCredit Bank; Turkey - Yapi Kredi; Ukraine - UniCredit Bank Ukraine.

## **Art. 2 Admission to the Master's Programme**

A maximum of 30 students is set for the Master's Programme. Admission to the Master's programme will follow a selection process based on the documentation presented by candidates, possible interviews and other eventual types of assessment in order to get to know the candidates further and establish their competence in English. Should the applications outnumber the number of places available, a short list of candidates will be drawn up according to the following criteria:

1. Work experience relevant to the material covered in the Master's programme
2. Level of excellence in academic grades
3. Competence in English
4. Cultural, scientific, academic or professional certificates

After the short list has been drawn up, a special committee will meet to make the final selection.

## **Art. 3 Admission Requirements**

- Ideally citizenship of one of the following countries: Azerbaijan, Bosnia, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Montenegro, Macedonia, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Turkey, Ukraine.
- University degree.
- Knowledge of English certified by a TOEFL or similar certificate. Some knowledge of Italian is also desirable as the Master will include seminars in Italian. Italian language training and coaching will be offered at the beginning of the Master.
- Ideally under thirty-two (32) years of age.
- Letter of reference (e.g. University professor, manager of a company).
- Preferably one to two (1-2) years of professional working experience.

## **Art. 4 Duration of Programme and Attendance Requirements**

The Master's programme consists of one (1) academic year of work. Classes will **start on October 6<sup>th</sup> 2008** and will take place during the academic year 2008-2009. Attendance is compulsory: this means participating in at least 1200 hours of classes, workshops and seminars followed by a twelve-weeks (3 months) internship (practical experience period) in banks or companies involved in the scheme. In order to attend classes, students will need to be formally admitted to the Master's Programme and will need to show proof of their continued advancement in the Programme in the form of intermediate examinations, tests or group work based on the content of the classes. Students will be issued with a finalised, detailed teaching calendar at the beginning of the course and an overview of assessment procedures and relative weightings.

## **Art. 5 Master's Programme**

The degree programme consists of eight (8) modules:

### ***1. Preliminary module***

- a) Teaching of Italian - German business language & culture (technical banking language assistance)
- b) Basic principles of mathematics & statistics applied to economics

### ***2. Macroeconomic and Microeconomic***

- a) Economics (microeconomics, macroeconomics and economics policy)
- b) Monetary economics, monetary policies and banking supervision in the Euro area
- c) International economics & finance (European versus New Europe Scenario)

### ***3. The Industry Framework & Strategic Perspectives***

- a) Drivers of change in banking & security industry
- b) Financial systems and intermediaries
- c) The strategy process and basic vocabulary on strategy
- d) Strategy: competitive – corporate strategies and their assessment, cooperative strategies & networks, strategic innovation & e-strategy, dynamics of strategy: fundamentals of system thinking

### ***4. Corporate Finance & Risk Management in the Production of Value***

- a) General accounting principles, international accounting standards (IAS), bank's accounting and control system
- b) Enterprises: analysis of economic and financial process – basic financial principles & corporate finance
- c) Banking risks and the risk management function: risk valuation & uncertainty, Basel II, Rating, Market Risk & VAR
- e) Assessment of investment: national and international investment management & financial valuation

### ***5. Evolution of Bank Business – RETAIL BANKING***

- a) Relationship between Bank and Households: retail banking activity and commercial policies – market segmentation, placing and strategies

### ***6. Evolution of Bank Business - PRIVATE BANKING***

- b) Relationship between Bank and Households: private and affluent banking

### ***7. Evolution of Bank Business – CORPORATE BANKING***

- a) Relationship between Bank and Company: the links with customers and suppliers
- b) Credit function of banks and their credit policies

### ***8. Bank Management & Marketing***

- a) Organizational challenges in banking: people, structure, processes, ICT, culture
- b) HR policies and development
- c) The bank planning and control system: rudiments and evolution trends
- d) Bank marketing, the distributive issues and the evolution of bank channels
- e) Case study

***Internship - Practical experience period & Thesis module***

## Art. 6 Application and Deadline

The application form for the Master's program and all the necessary information are available on the website: [www.masterbe.com](http://www.masterbe.com). The application form must be filled out in full in English and must specify the applicant's university degree and grades obtained. Applications should be sent by courier and anticipated by e-mail by **July 15<sup>th</sup>, 2008** to: The Secretary, Umanesimo Latino S.p.A., Piazza San Leonardo 1, 31100 Treviso, Tel: +39/0438/3774 or +39/0422/513500 Fax: +39/0438/377599 or +39/0422/513510

The following documents must be included with the application:

- a. Official translation of the applicant's degree together with a list of University examinations passed and grades obtained. Please note that if false statements are submitted, no amendments will be accepted and the applicant will not be admitted to the degree programme.
- b. Curriculum vitae complete with an account of the reasons why the applicant wishes to enrol for the Master's programme.
- c. Photocopy of the applicant's passport.
- d. Documentation attesting to the cultural, scientific, academic and professional qualifications stated in the applicant's curriculum
- e. Any certificate attesting to the applicant's knowledge of English and, where relevant, Italian.

After applicants have been notified of their admission to the Master's programme they must, within ten days of receiving notification by fax, submit the final registration form complete with a copy of the receipt of payment of fees as stated in Art. 7.

## Art. 7 Fees

The registration fee for the Master's programme is **Euro 25.000,00** (\*\*). This includes board, lodging and teaching material. Sponsors will award selected candidates with a **scholarship covering Euro 22.000,00** of the registration fees of the Master's programme (see Art.8). Remaining fees are payable in three instalments as follows:

- a. First instalment, by September 1<sup>st</sup> 2008: Euro 1.000,00
- b. Second instalment, by December 31<sup>st</sup>, 2008: Euro 1.000,00
- c. Third instalment, by March 1<sup>st</sup>, 2009: Euro 1.000,00

Payments must be made by bank transfer to the account of **Umanesimo Latino S.p.A.**. Details are as follows:

---

\*\* The registration fee for the Master's programme does not include a Value Added Tax (V.A.T.).

UniCredit Banca d'Impresa  
Treviso Center Branch  
ABI: 03226 CAB: 12000 CIN: T Account no.: 000029866513  
IBAN: IT 59 T 03226 12000 000029866513 Cod. BIC SWIFT: UNCRIT 2VTW

The payment should specify the account holder, **Umanesimo Latino S.p.A.**, and the nature of the payment: **“Registration to the New Europe Master in Banking and Entrepreneurship of *surname, name*”**.

Payment of instalments will be considered completed only after Umanesimo Latino S.p.A. has received a copy of the confirmation of the bank transfer. Applicants admitted to the Master's programme are not, under any circumstances, entitled to a refund of the first instalment of the registration fees.

### **Art. 8 Scholarships**

Scholarships, covering **Euro 22.000,00** of the registration fees, will be granted on the basis of the criteria listed in Art. 2. Applicants interested in a scholarship should send in a completed copy of the appropriate form together with their application form to the Secretary at the Umanesimo Latino S.p.A. by **July 15<sup>th</sup>, 2008**. The request must include acceptance of all the conditions of the scholarship and authorization for the Umanesimo Latino S.p.A. to handle personal data pursuant to Italian law 675/96.

Scholarships will be granted before the deadline set for the payment of the first instalment of the Registration Fee. Applicants granted a scholarship will be notified by letter and by e-mail.

A scholarship to the Master's programme cannot be combined with other scholarships.

### **Art. 9 Award of Master's Degree**

Students deemed by the Scientific Committee to have completed the Master's programme satisfactorily, competently and meritoriously will be awarded a Certificate of Qualification. In the course of the Master's programme, on request, students will be issued with registration certificates.

Contacts:

Umanesimo Latino S.p.A.  
Piazza S. Leonardo 1, 31100 TREVISO  
Tel: +39/0438/3774 or +39/0422/513500  
Fax: +39/0438/377599 or +39/0422/513510

Website:

[www.masterbe.com](http://www.masterbe.com)

E-mail:

[infocampus@fondazioneecassamarca.it](mailto:infocampus@fondazioneecassamarca.it)  
[info@masterbe.com](mailto:info@masterbe.com)



Master Course accredited by:

