



FONDAZIONE CASSAMARCA
Monti Musoni ponto dominorque Naoni



PUBLIC ANNOUNCEMENT FOR ASSIGNMENT OF SCHOLARSHIP

for

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

Academic Year 2009/2010

Art. 1 Aim of the Master's Degree Program

For the academic year 2009/2010, **UniCredit Group*** and the **Fondazione Cassamarca** are sponsoring, for the seventh year running, the “*New Europe Master in Banking and Entrepreneurship*”.

The Master is a post-graduate programme which aims to provide a technical and practical understanding of the European banking system and of the multifaceted relationships between banks and business communities. The objective of the program is to create new, highly professional figures with a command of the know-how essential to bank and business management.

Art. 2 Admission to the Master's program

A maximum of 30 students is set for the Master's program. Admission to the Master's program will follow a selection process based on the candidates' documentation and interviews in order to get to know the candidates further and evaluate their competence in English.

Art. 3 Candidate Requirements and Admission

- Citizenship of a CEE country, ideally one in which 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, the Ukraine
- University degree (both bachelor's and master's degrees)
- Knowledge of English certified by a TOEFL or a similar certificate
- Preferably finance-related internship experience and /or work experience (1-2 years)

Art. 4 Duration of Program and Attendance Requirements

The Master's program consists of one (1) academic year of work. Classes will **start on October 5th 2009** and will take place during the academic year 2009-2010. Attendance is compulsory. Students will participate in at least 1000 hours of classes, workshops and seminars followed by a 3-month 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 program and will need to show proof of their 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 as well as an overview of assessment procedures and relative weightings.

* Banks of UniCredit Group are: Austria - Bank Austria Creditanstalt; Azerbaijan – ATF Bank; Bosnia Erzegovina - UniCredit Bank; Bulgaria - UniCredit Bulbank; Croatia - Zagrebačka Banka; The Czech Republic - UniCredit Bank; Estonia - UniCredit Bank; Germany - Bayerische Hypo- und Vereinsbank; Hungary - UniCredit Bank; Kazakhstan - ATF Bank; Kyrgyzstan - ATF Bank; Latvia - UniCredit Bank; Lithuania – UniCredit Bank; Poland - Bank PEKAO S.A; Romania - UniCredit Tiriac Bank; Russia – UniCredit Bank; Serbia – UniCredit Bank; Slovakia – UniCredit Bank; Slovenia – UniCredit Bank; Turkey – Yapi Kredi; The Ukraine – UniCredit Bank, Ukrsotsbank.

Art. 5 Master's program

The degree program consists of eight (8) modules:

MODULE 1 - PRELIMINARY MODULE

- a) Teaching of Italian business language & culture (technical language assistance)
- b) Teaching of German business language & culture (technical language assistance)

MODULE 2 - ECONOMICS, MONETARY and FINANCIAL MARKETS POLICIES

- a) Basic principles of mathematics & statistics applied to economics
- b) Microeconomics, macroeconomics, and economic policy
- c) Monetary economics, monetary policies and banking supervision in the Euro area
- d) International economics & finance (European versus New Europe scenario)
- e) General Macroeconomical overview of financial systems and intermediaries

MODULE 3 - BANK MANAGEMENT

- a) Drivers of change in banking industry & bank management
- b) International accounting standards (IAS), bank's accounting and control system
- c) Bank planning and control (bank management overview)
- d) HR policies and development

MODULE 4 - COMPANY MANAGEMENT

- a) Operations Management
- b) Marketing
- c) Strategy

MODULE 5 - CORPORATE FINANCE & RISK MANAGEMENT

- a) Analysis of economic and financial process - basic financial principles & corporate finance
- b) Risk management function: risk valuation & uncertainty, Basel II, rating, market risk & value at risk
- c) Assessment of investment: national and international investment management & financial valuation
- d) Extraordinary Finance Operations

MODULE 6 - RETAIL BANKING

- a) Retail banking activity and commercial policies - market segmentation, placing and strategies

MODULE 7 - PRIVATE BANKING

- a) Private and affluent banking actions and policies

MODULE 8 - CORPORATE BANKING

- a) Client evaluation process, functional method applied to the corporate banking activity
- b) Credit function of banks and their credit policies
- c) The relationship between banks and companies: the links with customers and suppliers
- d) Case studies & group work presentations

INTERNSHIP - PRACTICAL EXPERIENCE

FINAL THESIS

Art. 6 Application and Deadline

The scholarship application form for the Master's program and all the necessary information are available on the website: 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 post by **June 30th, 2009** to: The Secretary, Umanesimo Latino S.p.A., Piazza San Leonardo 1, 31100 Treviso, Tel: +39/0422/1848904 or +39/0422/513500 Fax: +39/0422/1848914 or +39/0422/513510

The following documents must be included with the application:

- a. Motivation letter (1 page maximum)
- b. Curriculum Vitae (2 pages maximum)
- c. Application form (The formal request for the scholarship, to be digitally filled in, handwriting to be used only for the signature)
- d. Passport copy
- e. English transcript of academic degree, exams, grades obtained
- f. Language certificates (attesting level of English and possible other languages)
- g. Letter of recommendation (e.g. university professor, manager of a company)
- h. Any other references to support the application (not mandatory) 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.

Among the above listed documents, the following ones should also be sent via e-mail to info@masterbe.com by June 30th, 2009 latest:

- a. Motivation letter
- b. Curriculum Vitae
- c. Application form

After applicants have been notified of their admission to the Master's program they must, within ten days of receiving notification, 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 up to Euro 22.000,00** of the registration fees of the Master's program (see Art.8). Remaining fees are payable in three instalments as follows:

- a. First instalment, by September 1st 2009: Euro 1.000,00 (+20% V.A.T.)
- b. Second instalment, by December 31st, 2009: Euro 1.000,00 (+20% V.A.T.)
- c. Third instalment, by March 1st, 2010: Euro 1.000,00 (+20% V.A.T.)

** The registration fee for the Master's program does not include a 20% Value Added Tax (V.A.T.).

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

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 2VTVW

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 program 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 scholarship application form together with all other required documents (Art. 6) to the Secretary at the Umanesimo Latino S.p.A. by **June 30th, 2009**. 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.

Please note: the sponsors of the New Europe Master in Banking and Entrepreneurship will award selected candidates with a scholarship covering up to Euro 22,000 of the registration fee of the Master's program. This means that **no other financial support can be granted on top** and that students will have to pay the remaining Euro 3,000 (+ 20% VAT) in three instalments.

Art. 9 Award of Master's Degree

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

Contacts:

Umanesimo Latino S.p.A.
Piazza S. Leonardo 1, 31100 TREVISO
Tel: +39/0422/1848904 or +39/0422/513500
Fax: +39/0422/1848914 or +39/0422/513510

Website:

www.masterbe.com

E-mail:

info@masterbe.com
infocampus@fondazioneecassamarca.it

Master Course accredited by:



Master Specialistico

Accreditato

|||A|||ASFOR