## Course Catalog 2023/24

## Semester 1

Program Code	BF – MADA81
Level	Graduate
Credits and	30 ECTS per semester - 60 ECTS per year - 180 ECTS for the
Duration	program – Total duration 3 years or 6 semesters
Delivery Language	English

## Title of Program : as per website

### Academic Calendar

Semester 1: from 4<sup>th</sup> September to 30<sup>th</sup> November

### Program Overview / Présentation de la filière

The degree will introduce the theoretical models of economics, pricing securities, capital markets and treasury management at both the microeconomic and macroeconomic levels, and their respective impact on policy issues in order to give students a well-rounded, comprehensive analysis of the core frameworks impacting the banking and finance sector. The course structure is designed to ensure that students will emerge as skillful thinkers and problem solvers with strong communication, negotiation and decision-making abilities.

From the first year, students will choose a specialisation in either economics or law, based on their career interests. A specialisation in economics focuses on financial analysis and strategy, global management of companies, and fiscal management, in addition to a variety of other topics. Meanwhile, a specialisation in law introduces modules such as private international law, corporate law, environmental law, European business law and banking law, amongst an array of other legal disciplines. In the final year, all students study the same courses that aim to consolidate the learnings gained during the first year.

Employment in the financial sector is notably competitive and graduates with a specialisation in Banking and Finance are highly sought after. For emerging and experienced finance professionals, career prospects are remarkably high and vary from senior positions in investment and commercial banking, asset management, risk management, financial services and consultancy or positions in multinational companies.

For fresh graduates, student career options include opportunities working as a financial analyst or a consultant in multinational corporations, investment houses and brokerage firms and supervisory roles in public utility companies, regulatory agencies and federal government agencies.

# Learning Outcomes / Objectifs de la formation

Programme	Learning Outcomes	
The program	nme learning outcomes indicate the knowledge, skills and competencies a	
student shou	ld be able to demonstrate by the end of the programme.	
PLO1	Discover, link and develop financial methods, models and programs.	
PLO2	Convert theoretical concept and financial information into financial	
	markets, securities, company's equity interpretations, simulations and	
	forecasting.	
PLO3	Prediction, evaluation, interpretation and report of policies	
	implementation, managerial decisions, events and risks.	
PLO4	The students will analyze accounting information in investments and credit	
	decisions. They will assess the panoramic situation and learn about	
	strategies and economic resources.	
PLO5	Evaluate, compare and decide operational implementations, judging risk	
	assessments and creating new strategies, individually and as part of a team.	

# Program Structure / Structure de la Formation

Master 1 Semester 1			
UE	Course Name	Credits	Date
UE 1	Office Software	3	30 Oct – 10 Nov
UE 2	Choice between Economic Calculus or Advanced Contract Law	5	4-15 Sept
UE 3	Financial and Strategic Analysis	3	4-8 December
UE 4	Project Management	3	18-22 Sept
UE 5	Management and Strategy	3	26 Oct
UE 6	Advanced Internship Support	3	16-20 October
UE 7	Public Policies Assessment	3	13 to 24 November
UE 8	Quantitative Methods to Management	2	TBC
UE 9	Communication in Economics and Management I	5	23-27 Oct

Master	Master 2 Semester 3		
UE	Course Name	Credits	Date
UE 1	Corporate Finance	4	31 October – 10
			November
UE 2	Introduction to Banking (Bank Strategy)	3	19 september to 29
			september
UE 3	Regional Context	3	TBC
UE 4	Financial Markets Theory	4	17 October to 27
			october
UE 5	Financial Markets Practice	2	9-13 October

UE 6	Financial Markets Regulations	2	TBC
UE 7	ADGM Regulations	2	TBC
UE 8	Communication in Banking and Finance	4	14 November to 17
			November
UE 9	Islamic Banking	3	2-6 October
UE 10	Thesis Methodology	3	4-8 December

Master 1 Semester 2			
UE	Course NameCreditsDate		Date
	Communication in Economics and TBC		TBC
UE 1	Management II	2	
UE 2	Financial and Strategic Analysis	3	2-5 Jan
UE 3	Theory and Modelling in Finance	3	15-26 Apr
UE 5	Internship	5	18-22 Mar
UE 6	Account-Financial Tools	3	6-17 May
UE 7	International Financial Management	3	22 Jan – 2 Feb
UE 8	Data Analysis Applied to Economics	4	12-23 Feb
UE 9	Forecasting techniques	4	11-15 Mar
UE 10	Initiation to Research	3	TBC

Master 2 Semester 4			
UE	Course NameCreditsDate		Date
UE 1	Banking Risk Management68-19 Jan		8-19 Jan
UE 2	Banking Marketing429 Jan - 2 Feb		29 Jan – 2 Feb
UE 3	Banking Law	4	12-23 Feb
UE 4	Insurance (UAE and EU regulations) 3 13-17 May		13-17 May
UE 6	Master Thesis or TBC		TBC
UE 7	Internship	10	TBC

## **Course Details / Description des cours**

Course Title &	Communication in Economics and Management I M1 FNBK502 22444
Code	
Instructor	Maria HASSROUNI
Date	23-27 Oct
Course Format	Daily class- one week
Credits	2
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	15
Course	This course covers the concepts and theories related to English for
Description	Health Economics and Business/Finance students at the Master's level.
	The course includes reading passages from authentic sources, mainly,
	The Abu Dhabi 2017 Report by Oxford Business Group aimed to teach
	critical and analytical reading and writing skills through
	communicative methodology and a task-based approach.
Evaluation	100% Continuous Assessment

Course Title &	Management and Strategy FNBK510 10067
Code	
Instructor	Thierry AIMAR
Date	2-6 Oct
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	17.5
Course	This course covers the concepts and theories related to management
Description	and firms strategies. The course includes a discussion of the
	relationships between the various actors within the firm (shareholders,
	entrepreneurs, managers) and the contract structures which connect
	them. The ambition is to understand and realize the conditions of their
	efficiency in order to optimize the organizational performance. The
	course will include the study of the tools of the information economics,
	contracts theory, network economics and cognitive psychology.
Evaluation	100% Continuous Assessment

Course Title &	Economic Calculus ECON525 21170
Code	
Instructor	Sebastien COCHINARD
Date	4-15 Sept
Course Format	Daily class-Two weeks
Credits	5
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	35
Course	This course covers the concepts and theories related to linear regression
Description	econometrics through cross-section ordinary least squares model and cross-section logistic regression (probit) model. The course will include study of basic tools of statistics (descriptive: mean, variance,; mathematical: random variables, most-used statistical laws). Second, they are introduced to sampling theory (theory of estimators, bias and convergence properties) and statistical inference theory (test theory, concept of p-value). Thirdly, students use hands-on applications to implement linear regressions through Stata reg command and realize interpretations (R-squared, F-test p-value, t-tests p-values, sign and intensity of coefficients); and equivalently (how making interpretations of marginal effects and their associated p-values) in logistic regressions through probit and dprobit commands.
Evaluation	100% Continuous Assessment

Course Title &	Advanced Contract Law ECON603 22576
Code	
Instructor	Luc GRYNBAUM
Date	11-15 Sept
Course Format	Daily class-Two weeks
Credits	5
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	35
Course	
Description	
Evaluation	100% Continuous Assessment
Course Title &	Project Management FNBK508 10071
Code	
Instructor	Jean Pierre LABRY
Date	18-22 Sept

Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	17.5
Course Description	The purpose of this course is to familiarize the group with operational / business / management views on Project Management. The group will have a total of 6 workshops, sometimes individual or by team, and it will be the occasion of sharing views on Project Management and discover the complexity of PM. I will share my professional experience with them and thanks to practical workshops, we will analyze the importance of Team Work in Project Management. The exam will be a working simulation of the shift of an assembly unit. Each student will have a designated position (HR / PM / Production Manager / Headquarter) and will have to organize and plan the smooth operations of the full project in an international context.
Evaluation	100% Continuous Assessment
Course Title & Code	Public Policies Assessment FNBK524 22448
Instructor	Estelle AUGE
Date	13-24 Nov
Course Format	Daily class-Two weeks
Credits	3
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	35
Course Description	There is a general trend towards systematic assessment of public regulations and programs in every field of the economy. This course covers the concepts and theories related to economic evaluations. It proposes an overview and includes a discussion of alternative available ex-ante and ex-post economic methods thanks to readings and didactic sessions. The course includes exercises and workshops to provide both a theoretical and practical overview of the methods with examples of assessments of regulations or programs in different fields such as finance, health, transportation or education.
Evaluation	100% Continuous Assessment

Course Title &	Advanced Internship Support BUSI501 10136
Code	
Instructor	Racha ISLAMBOULI
Date	16-26 Oct
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 1

Semester offered	Semester 1
Contact Hours	17.5
Course	This course covers the concepts and theories related to identify and
Description	dealing with pressures, threats facing new employees operating in difficult economic conditions and major changes in work environment. The course includes a discussion of person relative ability to stay employed and make successful transitions for one job to the next either within the same company or another one at the circumstances or economic conditions may dictate. The course will include study of how to identify own employability skills, benefit from own strengths.
Evaluation	100% Continuous Assessment

Course Title &	Financial &Strategic Analysis1 FNBK500 10137
Code	
Instructor	Salem BOUBAKRI
Date	4-8 Dec
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	17.5
Course	
Description	
Evaluation	100% Continuous Assessment

Course Title &	Office Software COMM500 20675
Code	
Instructor	Jonathan SICSIC
Date	30 Oct – 10 Nov
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 1
Semester offered	Semester 1
Contact Hours	17.5
Course	This course covers the concepts and theories related to data
Description	manipulation and econometrics with their applications using Stata
	software. The course bridges the gap between learning econometrics
	and learning Stata. The course will include thorough workshop on data
	manipulation, hypothesis testing, and specification analysis. It will use
	practical examples showing how the theory is applied to real datasets
	covering a range of economic topics.
Evaluation	100% Continuous Assessment

### Year 2 – semester 1

Course Title & Code	Introduction to Banking Management
Instructor	Gautier BOURDEAUX
Date	11-22 Sept
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	17.5
Course Description	This course covers the concepts and theories related to banking. The course must be considered as an introduction to the specificities of banking management (banking strategy, marketing, risk management). It will be focused on banking regulations, specifically the Basel 3 regulation, with a comparison between the different legal systems. The course will include study of the financial markets and their links with the bank industry. The course will also describe the French and the European banking environment.
Evaluation	100% Continuous Assessment

Course Title &	Islamic Banking FNBK515 22420
Code	
Instructor	Farid KARKABY
Date	9-13 Oct
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	17.5
Course	This course covers the concepts, theories and the practices relating to
Description	Islamic Finance. The course includes a discussion of the defining

	characteristics of Islamic Finance and the financial products currently offered. The course will include study of the concept of risk taking, risk sharing and asset allocation
Evaluation	100% Continuous Assessment

Course Title &	Financial Market Practice 1 FNBK517 22421
Code	
Instructor	Michel SARFATI
Date	30 Oct – 3 Nov
Course Format	Daily class-one week
Credits	2
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	17.5
Course	The aim of the Financial Market Practice is to instil in successful candidates
Description	the ability to understand different types of financial derivatives and their
_	uses, the markets in which they are traded, the assessment and
	management of risks associated and the building blocks of derivatives. All
	this being done from a practical point of view.
Evaluation	100% Continuous Assessment

Course Title & Code	Communication in Banking and Finance M2 B&F FNBK522 22426
Instructor	Ryoma MATSUMOTO
Date	6-10 Nov
Course Format	Daily class-Two weeks
Credits	4
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	35
Course	This course covers essential vocabularies, theories, concepts and
Description	terminologies related to professional communication and interaction in
-	the business management, banking and finance fields. The course is
	delivered in the active learning method, in which students are expected
	to engage actively and experientially in the learning process rather than
	passively attending conventional lectures. The course also includes a
	discussion of corporate functions and business culture from cross-
	cultural viewpoint.
Evaluation	100% Continuous Assessment

Course Title &	Financial Market Theory FNBK511 22425
Code	
Instructor	Amanar AKHABBAR
Date	16-27 Oct
Course Format	Daily class-Two weeks
Credits	4
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	35
Course	This course covers the concepts and theories related to financial
Description	markets theory. The course aims at offering students some operational answers to a series of theoretical issues. The course includes a discussion of (1) the aims of financial markets, (2) their embedment in the circular flow of the national (or world) economy, (3) the possibility to "beat the market." The course examines the possibility to find out 'invisible' formulas and equations behind the messy and massive data flowing from financial markets. The course addresses the question "How to get a simple but realistic working hypothesis on how financial markets work?" In this respect, the course reviews especially the macroeconomic analysis of money market and interest rate as well as Efficient Market Hypothesis and behavioral finance.
Evaluation	100% Continuous Assessment

Course Title & Code	Regional Context FNBK530 22424
Instructor	TBC
Date	TBC
Course Format	Daily class-one week
Credits	3
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	17.5
Course Description	The course covers the regional context specificities relating to investments strategies and wealth management. It will include elements on investors (sovereign wealth funds), geographic determinants and competition between financial centers. The course will also be based on a theorical and practical approach of the best investments' selection (investment policy, asset allocation, portfolio monitoring) The course will include case studies.
Evaluation	100% Continuous Assessment

Course Title & Corporate Finance FNBK532 23009
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Code	
Instructor	Gunther CAPELLE
Date	13-24 Nov
Course Format	Daily class-Two weeks
Credits	4
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	35
Course	We consider in this course the major decisions that constitute "corporate
Description	finance". They are generally prepared in the financial division of a company
	under the leadership of the Corporate financial officer (CFO). Corporate
	fianance decisions bear on three major areas of the company life.
Evaluation	100% Continuous Assessment

Course Title &	Thesis Methodology (BF2) FNBK519 22423
Code	
Instructor	Mohamed KAYAL
Date	27-30 Nov
Course Format	Daily class-one week
Credits	10
Level	Postgraduate – Master Year 2
Semester offered	Semester 1
Contact Hours	17.5
Course	
Description	This course offers "An overview of research methodology including basic concepts employed in quantitative and qualitative research methods. Includes computer applications for research.
	This course introduces research methods as they apply to the higher education field of study. FNBK523 provides a macroperspective of the methods associated with conducting scholarly research in all follow-on core, elective, quantitative and qualitative courses; and the Master dissertation.
Evaluation	100% Continuous Assessment

Course Title &	Communication in banking and finance 2
Code	
Instructor	TBC
Date	TBC
Course Format	5 days
Credits	2 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	15
Course	This course covers the concepts and theories related to English for
Description	Health Economics and Business/Finance students at the Master's level.
_	The course includes reading passages from authentic sources, mainly,
	The Abu Dhabi 2017 Report by Oxford Business Group aimed to teach
	critical and analytical reading and writing skills through
	communicative methodology and a task-based approach.
Evaluation	100% Continuous Assessment

Course Title &	Financial and Strategic Analysis 2
Code	
Instructor	Salem Boubakri
Date	8-12 Jan
Course Format	5 days
Credits	3 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	17.5
Course	This course is the second part of the course Financial & Strategic
Description	Analysis 1. It deepens the concepts studied in the first part of the course
	and introduces new concepts about the strategic choices of firms
	concerning their financing choices. Attendance to the first course is
	mandatory.
Evaluation	100% Continuous Assessment

Course Title &	Theory and Modeling in Finance
Code	
Instructor	Thomas Rapp
Date	15-26 Apr
Course Format	10 days
Credits	3 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	35
Course	This course covers the concepts and theories related to individuals'
Description	savings and investment behaviors. The course includes a discussion of
	the theories and models applied to understand and predict investment
	behaviors. The course will include study of econometric models used to
	predict saving behaviors.
Evaluation	100% Continuous Assessment

Course Title &	Internship
Code	
Instructor	Sebastien Cochinard
Date	18-22 Mar
Course Format	5 days
Credits	5 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	17.5
Course	The internship is a work experience that comes at the end of the Master
Description	program, intended to help the students applying formal classroom
	education to "real world" work experience and help the student begin to
	gain valuable experience in a field of work related to International Law,
	International Relations and/or Diplomacy.
	The work assignment must be related to the Master program speciality
	and may be conducted within public or private sector, local or
	international governance, NGO's, etc.
Evaluation	100% Continuous Assessment

Course Title &	Account-Financial Tools
Code	
Instructor	Carine Boiteau
Date	6-17 May
Course Format	10 days
Credits	3 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	35
Course	This two part course is designed to provide students with an effective
Description	understanding of financial statements. The first part focuses on how
	financial statements reflect transactions and corporate decision making.
	In the second part, the course introduces financial analysis's major
	tools: the emphasis is on external financial analysis and its link to a
	firm's global strategy. Upon completion of this course, students will
	demonstrate their ability to: • Understand fundamentals of accounting •
	Do simple book-keeping tasks • Understand how financial statements
	are prepared • Read consolidated accounts • Analyze consolidated
	accounts (risk analysis, working capital; CAPEX, etc.)
Evaluation	100% Continuous Assessment

Course Title &	International Financial Management
Code	
Instructor	Laurice Alexandre
Date	22 Jan – 2 Feb
Course Format	10 days
Credits	3 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	35
Course	This course covers the concepts of international development of a
Description	corporation including the study of the challenges of the international
	environment and organizations which involve the financial strategy of companies and their needs for funding. The course includes a
	discussion of the FOREX and the different financial tools. Also it
	includes the study of the purchasing power theories, interest rate and
	inflation, and the different financial strategies to adopt on the short and
	the long run.
Evaluation	100% Continuous Assessment

Course Title &	Data Analysis Applied to Economics
Code	
Instructor	Giorgio Russolillo
Date	12-23 Feb
Course Format	10 days
Credits	4 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	35
Course Description	This course introduces students to the use, interpretation and presentation of an appropriate selection of Multivariate Data Analysis (MDA) techniques for the analysis of quantitative and qualitative data with an emphasis on applications for business, marketing research and consumer behavior. MDA aims at "extracting knowledge from multidimensional data" by exploring, describing, visualizing and synthesizing the relationships between the observed variables when limited information is available on the domain of interest so that structural and typological factors need to be identified. The course emphasizes the design of a multivariate research project, the choice of a multivariate method, the validation of a multivariate analysis, the important issues involved in evaluating the quality of a multivariate data analysis and interpretation of the results. It aims at developing analytical problem-solving skills while presenting quantitative methods apt to support decision-making processes. Participants shall learn how to manage complex data sets with an information retrieval approach. They will learn how to use computers to calculate the statistics that are most appropriate for a problem and will work on a statistical project in teams so as to be trained on integrating the thinking of others in the interpretation and reporting of result.
Evaluation	100% Continuous Assessment

Course Title &	Forecasting techniques
Code	
Instructor	Sebastien Cochinard
Date	11-15 Mar
Course Format	5 days
Credits	4 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	17.5
Course	This course covers the concepts and theories related to deepening the
Description	theories and practice on Stata as seen in Economic Calculus in
	Semester 1. The course will include study, using Stata software, of the
	cross sectional regression OLS and Probit models seen previously on
	Stata, with an emphasis on the forecasting possibilities offered by these
	models. Second we extend the models towards time series and panel
	data regressions, with an emphasis on fixed and random effects panel
	data regression models. Third we build up Monte Carlo simulations
	techniques such as bootstrap or jacknife with the help of Stata, to
	develop further forecasting techniques in the setting of restricted size
	sample data.
Evaluation	100% Continuous Assessment

Course Title &	Initiation to Research
Code	
Instructor	Martial Foucault
Date	TBC
Course Format	10 days
Credits	3 ECTS
Level	M1 BF
Semester offered	Semester 2
Contact Hours	35
Course Description	This course is an introduction to research designs in social sciences. It covers all the stages to formulate a research question, to craft a research paper, such as the identification of a research question, the literature
	review, the formulation of hypotheses, the conception of the empirical design to collect data and test the hypotheses, or the interpretation and presentation of the results. It touches on general principles in the conception of research projects, that are relevant to studies based on both qualitative and quantitative methods. The course will also pay much attention to questions of causal identification and review the current state of methods in social sciences, such as natural, quasi-natural or list experiments.
	As the course is primarily conceived to address issues in health economics, most examples will be drawn from research on recent advances to understand the causes and consequences of COVID-19 crisis.
Evaluation	100% Continuous Assessment

Year 2 semester 2	
Course Title & Code	ADGM Regulations
Instructor	Jade Alarawi
Date	15-19 Apr
Course Format	5 days
Credits	2 ECTS
Level	M2 BF
Semester offered	Semester 2
Contact Hours	17.5
Course	The course will provide a general overview on the legal and regulatory
Description	framework governing the businesses incorporated in the Abu Dhabi
_	Global Market (the "ADGM"). For that purpose, it will be divided into
	three main components addressing (i) the organization of ADGM, (ii)
	the incorporation of businesses and (iii) the ordinary and extraordinary
	transactions involving these businesses.
	The first component will consist of a detailed presentation on the laws
	and regulations related to the set up and the structure of the ADGM,
	including, the historical background, the governing bodies, the
	regulatory and judicial authorities, the extent of ADGM jurisdiction.
	The second component will involve the types of legal entities available
	to incorporate a business in ADGM, the prohibited activities, the
	regulated financial activities and the commercial licensing
	requirements. The third component will include the day-to-day
	transactions and matters involving businesses established in ADGM,
	inter alia, the corporate governance, the M&A deals, the financing of
	businesses, the insolvency and the winding-up of businesses.
Evaluation	100% Continuous Assessment

## Year 2 semester 2

Course Title &	Banking Risk Management
Code	
Instructor	Yves Peju
Date	8-19 Jan
Course Format	10 days
Credits	6 ECTS
Level	M2 BF
Semester offered	Semester 2
Contact Hours	35
Course	This course "Banking Risk Management" is intended for students who
Description	are or will be assuming managerial roles in different financial
	businesses.
	The objectives of this session are therefore 1/ to raise the students'
	awareness on the importance, magnitude and challenges of the banking
	risks, considered on the macro-economic level (as a crucial element of
	the global financial stability) and 2/ to deliver the main concepts and
	methodologies used on the micro-economic level to manage the
	banking risks in their correlation.
Evaluation	100% Continuous Assessment

Course Title &	Banking Marketing
Code	
Instructor	Bernard Pages
Date	29 Jan – 2 Feb
Course Format	5 days
Credits	4 ECTS
Level	M2 BF
Semester offered	Semester 2
Contact Hours	17.5
Course Description	This course covers the theoric approach and business models related to retail banking marketing and strategies for individuals customers and smes developed by legacy players – banking industry on a whole- but also by new market entrants such as non-banking institutions or "fintech" disruptors. This course provides an analysis of strength and weaknesses of these different players' strategies into the market place of banking services for individuals either wealthy or unbanked in developed and emerging countries. This course includes an analysis and a discussion of the different challenges facing the retail banks and financial services industry in terms of IT system, distribution network, customer relantionship management, This course will include a tutorial on marketing planning and the presentation of the banking marketing "tool box" and its different components such as segmentation techniques, geographic information system and customer relationship management. This course will also include study of banking services consumer behavior.
Evaluation	100% Continuous Assessment

Course Title &	Banking Law
Code	
Instructor	Gautier Bourdeaux
Date	19-23 Feb
Course Format	10 days
Credits	4 ECTS
Level	M2 BF
Semester offered	Semester 2
Contact Hours	35
Course	This course is dedicated to international financial contracts and the
Description	legal environment of these contracts. This course covers the guarantees
	and financial contracts used to finance international trade and the
	question of money. The analyses are done not only from an economical
	point of view but also with a legal perspective. A comparative approach
	is developed (French, English, American, UAE Laws). The essential
	elements relating to the negotiation of these contracts and to the main
	clauses of the agreements are discussed. The orientation of this course
	is theorical and practical.
Evaluation	100% Continuous Assessment

Course Title &	Insurance (UAE and EU regulations)
Code	
Instructor	Luc Grynbaum
Date	13-17 May
Course Format	5 days
Credits	3 ECTS
Level	M2 BF
Semester offered	Semester 2
Contact Hours	17.5
Course	The class focuses on the main characteristics of the general rules on
Description	Health Insurance making an analysis and a comparative approach to
	French and European Law; with some insights in UK Law.
	This class is in comparative law approach; references are made to
	Emirati, French, EU and UK regulations. These references are based on
	the English translation of several UAE Laws and decrees, among them
	the Federal Law n° 6/2007 on the regulation of Insurance operations,
	the n° 5/1985 Federal Law on Civil transactions and the laws and
	decrees applicable to Health Insurance.
Evaluation	100% Continuous Assessment

### Permanent Academic and Administrative Staff

Head of Department : Pr. Luc Grynbaum Permanent Faculty : Dr. Salem Boubakri Academic Coordinator: Dr. Mohamed Kayal

### **Useful Contacts**

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