

MBA DIGITAL & RETAIL BANKING

FULL-TIME MBA
PROGRAMME IN ENGLISH



**BUSINESS
SCHOOL**
PARIS-LA DÉFENSE



MBA DIGITAL & RETAIL BANKING

FOR BANKS, WHO REDESIGN THEIR ORGANISATIONS, RENEW THEIR MANAGEMENT AND TRAIN THEIR TEAMS, THESE LEVERS ARE REQUIRED TO ACHIEVE THEIR DIGITAL TRANSFORMATION. THE DIGITAL SHIFT OF BANKS IS A HUGE PROJECT, BECAUSE IT IMPACTS ON ALL ACTIVITIES, INCLUDING FRONT AND BACK OFFICE. IT IS A STRATEGIC CHANGE WHICH IMPLIES A WHOLE NEW SET OF COMPETENCES. RETAIL BANKING IS AMONG THE INDUSTRIES WHICH HAVE BEEN PROFOUNDLY CHANGED BY TELECOM AND INTERNET SERVICES.

BACKGROUND

Banks as well as all other stakeholders of the economy attempt to understand and to take on innovations and new technologies which can help them to transform their business models in order to guide their clients around new digital revolution. More and more they fit into a digital strategy. These last years, the retail banking saw its model deeply disrupted by the increase of digital channels.

The MBA Digital & Retail Banking is a strong training course for banking careers that includes in its curriculum the digital transformation as an evolution vector on three fields: customer relationship, revision of operational processes and transformation of the business model.

GENERAL OBJECTIVE

The aim of the MBA Digital & Retail Banking is to train future professionals directly operational in the professions of digital banking. The teaching methods revolve around three subjects: to follow and think about the digital transformation of banks, to acquire and master a double financial and digital skill in order to practise professions in commercial banking and to train experts combining multidisciplinary skills with a great ability in work on projects.

THE EMLV IS THE ONLY SCHOOL OF MANAGEMENT IN FRANCE WHICH OFFERS BY MEANS OF ITS MBA DIGITAL & RETAIL BANKING A HIGH-LEVEL TRAINING IN NEW JOBS OF DIGITAL BANKING.





CAREERS

INTERNSHIP

At the end of the programme, you will be required to do a 6-month mission in a company of your choice (anywhere in the world) where you will exercise your knowledge. **EMLV will give you access to a list of internship and job offers in your field through its Corporate Relations Department, Alumni network and MBA partners.**

TARGETED PROFESSIONS

- Community manager
- Head of e-business
- Client service manager
- Private banker
- Analyst
- Business analyst
- Development manager
- Credit analyst
- Customer service officer
- Business development manager
- Product manager

CONTEXT: THE DIGITAL DISRUPTS BANKING CAREERS

More and more banks are developing digital technology strategy. Over the past years, retail banking saw its model profoundly changed by the increase of the importance of the remote contact channels. Therefore, jobs in banking are changing, adapting themselves and echoing these transformations to varying degrees. The new technologies as well as the recent regulatory requirements have created new needs in the sectors of banking and insurance.

Through the MBA Digital & Retail Banking, you will acquire the necessary profile that answers the new needs of the job market. The training course for banking careers includes in its curriculum digital transformation as an evolution vector on customer relationship fields, revision of operational processes and transformation of business model. The digital function in the bank is no more a simple department but a strategic function which raises higher than before at the top of the organisation chart of banks. **The MBA Digital & Retail Banking trains in these new jobs and prepares students for various careers in digital banking, in the financial consulting and professions, the back office professions as well as the customer service consulting.**

MBA DIGITAL & RETAIL BANKING PROGRAMME

SEMESTER 1		
LAW AND NEW TECHNOLOGY	WEBSITE & APPLICATION CREATION	BIG DATA
DIGITAL COMMUNICATION & SOCIAL MEDIA MARKETING	E-COMMERCE AND WEB PROJECT MANAGEMENT	CRM DIGITAL BANKING STRATEGY
SEMESTER 2		
BUSINESS RETAIL BANK MODEL	CORPORATE BANKING PRODUCTS	ASSET MANAGEMENT
ORGANIZATION OF BANKING PROFESSION	RISK MANAGEMENT IN BANK	FINANCIAL MARKETS AND ENVIRONMENT BANKING
6-MONTH INTERNSHIP		

DISSERTATION

EXAMPLES OF COURSES

Corporate Banking Products

The course approaches the features and the management of products and services of retail and corporate banking. It aims to know and to master the products that are marketed in retail and corporate banking.

Risk Management in Bank

The aim of this course is to handle the following various points of internal control, auditing in commercial banks and the main cycles of control.

Business Retail Bank Model

Retail banking has to reinvent its business model to strengthen the trust that is placed in customers, markets and institutions. The most demanding modes

of consumption, digital transformation involve to rethinking the strategy and the long-term modus operandi by reworking customer relationship, innovating the support of the digital transition and improving the operating efficiency.

BLENDED LEARNING

One of our pedagogical approaches will be the use of case studies in the different courses. **Students will be given the opportunity to work on real business problems with banks while working on their junior consultant project.**

They will also be encouraged to follow specific MOOC's on digital business.

CONSULTANT PROJECT

The consultant project is a mission of study carried out by a group from four students of the MBA whose objective is the resolution of a concrete problem in the field of the digital bank.

The students will put into practice the concepts studied in the courses in a professional context. From a real case, they will have to put into practise the stages of a mission of financial advising. The mission requires the implementation of a specific approach connected to the banking domain.

The group of students works as consultants' team and benefits from the supervision of the teachers and from the professionals of the bank.



Prof. Amel Sahli
PhD

Amel Sahli holds a PhD of Management from Paris I Pantheon Sorbonne University. Since 2007, she has been a Professor at EMLV Business School in charge of the Financial Management Major. She also teaches courses of Corporate Finance specialisation such as Valuation and Fundamental analysis. Her research topics cover Corporate Governance in the banking sector, Private equity and Dividend Policy. Professor Amel Sahli created The MBA Digital & Retail banking to provide students with skills in new jobs of digital banking.



ADMISSION



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ADMISSION TO THE MBA DIGITAL & RETAIL BANKING

- Applicants must have 120 American credits, or 240 ECTS credits. However, applicants with 90 American credits or 180 ECTS credits and 2 years of professional experience can be candidates for the MBA
- An international Bachelor's degree (2+2)
- English test IELTS 6.0 or equivalent is required
- Interview (either face-to-face or at distance)

APPLICATION

- Application submission through the portal: www.emlv.fr/en
- Interview (either face-to-face or at distance)
- Final decision from the recruitment committee
- Recruitment committee every two weeks
- Number of places: **20**

THE LÉONARD DE VINCI GROUP

The Group is made of three schools that award high quality accredited degrees: EMLV (Business School), ESILV (Engineering School) and IIM (School of Web Design and Multimedia). The campus is composed around a set of shared values: interdisciplinarity, professionalism, internationalization, open-mindedness, sports and culture. Interdisciplinarity is the result of the collaboration between the three schools: joint student projects, an incubator, associations, sports activities, a double degree... **Managers, Engineers and Designers learn to live and work together beyond the boundaries of their own degrees.** These values are important in the curriculum as well as in the conditions of admission. Results are visible... 4,000 students work together to achieve success in their studies as well as in their personal and professional lives.

WWW.DEVINCI.FR/EN

THE SCHOOL

EMLV is a French Business School ideally situated in heart of La Défense district. The school is focused on fields such as marketing, innovation and entrepreneurship based on the digital revolution of companies today. At EMLV, you will study in an environment which is similar to the main international universities abroad, in a multidisciplinary campus, where you will have opportunities to meet students in different sectors. Personal development, soft skills, courses, student associative life, sport activities... **These are all focused on one goal - to make sure that you are given the skills necessary to succeed; all whilst taking into account your personality, your professional and personal choices.**



DURATION

One year from september.

TUITION FEES

The tuition fees are **9 800 €** for EU and Non-EU students.

ASSOCIATIONS

Our associations are here to help students to adapt to life on campus, and to unite the different departments of the school. They promote projects which make student life more enjoyable, and their aim is to improve the conditions in which students live and study. They take part in the promotion of our university, degrees and graduates locally, nationally and even internationally. They focus on all areas: solidarity, equality, culture, sport, promotion of studies and professionalisation, citizenship, cooperation, student democracy and life on campus...

HOUSING AND COST OF LIVING

The cost of living will vary significantly dependent on your lifestyle. These are estimated to be between 800 € and 1 200 € per month (housing, food, electricity...). The International Relations Department will provide you with housing options offered by our housing partners. Studying at the EMLV is a unique experience, combined with that of living in the most beautiful city of the world.

WHY

ARE WE DIFFERENT?

We offer a fantastic working environment, with state-of-art facilities in the heart of the largest business district in Europe. You will be where the actions is!

Multiculturalism

Each year we welcome 100 exchange students from 108 partner universities around the world. You will evolve in a multicultural context of more than 40 different nationalities.

Individual support

From your application to your arrival in Paris, and throughout the year, you will get support from the administrative and academic staff to make your learning experience really amazing!

CONTACT

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"COME &
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