

# كلية العلوم الاقتصادية والتجارية وعلوم التسيير

## فريق ميدان التكوين

التخصص: تسويق مصرفي

الشعبة: علوم تجارية

المقياس: إنجليزية

الأستاذ: بن عبيد فريد

السداسي: الثاني

السنة: أولى ماستر

### البرنامج السداسي التفصيلي للمقياس

المحاور الفرعية للبرنامج (عناصر المحاضرة)	محاور البرنامج (الفصول)	الأسابيع*
1- Definition 2- The Basics of Commercial (Depository) Banking and central Banking. 3- Functions 4- Key Terms to learn	Chapter 01: An overview of Bank Sector	الأسبوع 01
1- <b>Banking related Laws</b> 2- <b>Legal aspects of Banking Operations</b> 3- Key Terms to learn	Chapter 02: Bank Laws	الأسبوع 02
1- Bank account and its opening 2- Bank charges 3- check 4- Banking Card 5- Banking and financial savings 6- Credits 7- Key Terms to learn	Chapter 03: Banking techniques	الأسبوع 03
1- Concepts 2- Banking marketing management process 3- Banking Marketing Mix 4- The Challenges of Banking Marketing. 5- Key Terms to learn	Chapter 04: Marketing in Banks	الأسبوع 04
1- Key variables of relationship marketing 2- From transactional to relationship marketing 3- Best practice in relationship marketing in the banking sector 4- Key Terms to learn	Chapter 05: Customer Relationship Management in Banks	الأسبوع 05

1- The Concept and tasks OF Bank Controlling 2- Strategic and operative Bank Controlling 3- Key Terms to learn	Chapter 06: Banking Marketing Control	الأسبوع 06
1- BANKING AND INFORMATION SYSTEM 2- The Impact of Marketing Information System in Commercial Banks 3- Key Terms to learn	Chapter 07: Marketing information system in banks	الأسبوع 07
1- Definition 2- Characteristics of an Entrepreneur 3- Types of an Entrepreneur 4- Key Terms to learn	Chapter 08: Entrepreneurship	الأسبوع 08
1- All Tenses	Chapter 09: Tenses through Marketing	الأسبوع 09
1- Definition 2- How to form 3- Phrasal Verbs in different tenses	Chapter 10: Phrasal Verbs	الأسبوع 10
1- Definition 2- Uses of Model Verbs 2- Model Verbs formations	Chapter 11: Model Verbs	الأسبوع 11

المراجع المعتمدة في المقياس:

- 1- Philip Kotler and Kevin Lane Keller. Marketing Management. 14 th edition. Pearson.2012
- 2-Bill Mascull. Business Vocabulary in use. Third edition. Cambridge University Press.2017
- 3- The Institute Of Company Secretaries Of India. Banking Law and Practice.2014

أسلوب التقييم في المقياس:

إمتحان