



The Business School
for the World®

ASIAN
BANKING
SCHOOL

ABS | Executive Education

THE FUTURE OF BANKING IN A DISRUPTIVE AGE

BY DR. MASSIMO MASSA
ROTHSCHILD CHAIRED PROFESSOR OF BANKING AND
PROFESSOR OF FINANCE, INSEAD

TRAINING METHODOLOGY

The training approach and methods will coalesce around participant engagement and relevance to practice. There will be strong support and engagement in discovery-led training, where all participants contribute to the knowledge and the analytical learning process. The “learning by discovery” and problem-based learning approaches will be applied whereby the participants will have the opportunity to search and explore new concepts and trends.

PROGRAMME OUTLINE

DAY 1

Morning Session

Case Study 1

AIR FOX (A): EMBRACING THE BLOCKCHAIN AND AN ICO

- Blockchain: Decentralized Ledgers
- Building Blockchains
- Bitcoin
- Blockchain beyond bitcoin
- ICO: Alluring yet risky?
 - Blockchain advantages
- Blockchain risks
- Airforce consider the pivot
 - A new business model
 - Role of Blockchain
 - Reaction to the plan
- From ICU to ICO
 - How Blockchain works
 - Market flow

Afternoon Session

Case Study

KODAK (A)

- Diversification in other businesses
- A changing image
- Competition in the core imaging business
 - The battle of digital images: U.S kiosk and minilab forecast
- Kodak
- Back to the core business
 - Growing in the film business: Fisher's legacy in China
- Towards a fully digital world
- Kodak is facing big challenges in bid to change
- Competition in digital imaging

PARTICIPANT PROFILE

Senior bankers and specialist senior bank staff in the corporate, strategy, planning, retail, marketing, branding, and communication areas

Morning Session

Case Study 2

SECURITY TOKENS - THE NEW KID ON THE BLOCK EXAMPLE: (A) HELLOGOLD UTILITY TOKEN

- The business and operation
- How they develop the integrated mobile platform, Blockchain?
- Benefits to customer?
- Know Your Customer (KYC) process
- Corporate Governance
- Key risk factors?

PROGRAMME OUTLINE

DAY 2

Morning Session

Case Study

MARKETING TRANSFORMATION AT MASTERCARD

- Company background
- Re-imagining marketing
- Creating priceless possibilities
 - The digital engine
 - Priceless cities: Boston
 - Priceless causes
- Future impact
 - Priceless provides a sustainable competitive advantage or could its competitors copy it quickly?
 - How has participation in priceless changed perceptions of....?

Afternoon Session

Case Study

BNP PARIBAS FORTIS: THE "JAMES" BANKING EXPERIENCE

- Retail investment services
- Competition
- Advisor – customer interaction
- Customer base
- Easy banking centre
 - The key benefits of co-locating the James advisors as a team
- Challenges ahead

ABOUT THE TRAINER



DR. MASSIMO MASSA

Rothschild Chaired Professor of Banking and Professor of Finance, INSEAD

Dr. Massimo Massa teaches International Finance, Corporate Finance, Asset Management, Behavioural Finance and Governance in the MBA, EMBA, PhD and Executive programmes at INSEAD. He is also Programme Director of the Advanced Asset Management programme, Interalpha Banking programme and the Master of Finance. He co-directs the programme on Value Creation for Owners and Directors, and has directed several programmes for corporations and banks, including ABN Amro, Societe Generale, FinecoBank, Technip, Mubadala and Bertelsmann. He also co-directs the Hoffman Fund for research in ownership and family firms at INSEAD.

PROGRAMME DETAILS

Date : 10 – 11 September 2019
Time : 9:00 am – 5:00 pm
Venue : Asian Banking School

PROGRAMME FEE*

MYR
12,000*

The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant.

*inclusive of 6% Service Tax

To register for this programme, please visit the Executive Education page on our website at www.asianbankingschool.com/our-programmes/executive-education

ABOUT THE SCHOOL

The ASIAN BANKING SCHOOL (ABS) is dedicated to developing talent and is the largest specialised provider of quality banking training programmes in the ASEAN region.

As the industry's preferred partner in learning and development, ABS offers customised and open enrolment training programmes that cover a comprehensive list of banking areas developed by its Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world. This includes its Executive Education programmes with Cass Business School in London, the University of Cambridge Judge Business School and INSEAD.

ABS also works closely with the Asian Institute of Chartered Bankers in raising competency standards for the industry through the delivery of training workshops related to professional qualifications developed and awarded by the professional body; and is the exclusive training partner for the Chartered Banker Institute in the UK. It plays a significant role in enriching the talent pipeline for the financial services sector through the industry recognised Financial Sector Talent Enrichment Programme (FSTEP) and Graduate Training programmes; and is also responsible for designing, developing and delivering the industry-wide Ethics and AML/CFT programmes.

For training enquiries, please contact:

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