



# **CENTRE FOR DIGITAL BANKING**



THE ABS CENTRE FOR DIGITAL BANKING IS AN OUTSTANDING INNOVATION. THE COURSES ALL LOOK **GREAT - REALLY APPROPRIATE FOR** BANKERS AROUND THE REGION AND FURTHER AFIELD. THIS IS A CRITICAL AREA OF GROWTH AND DEVELOPMENT, AND I WAS DELIGHTED TO SEE THE RANGE OF COURSES AVAILABLE - THEY COVER ALL THE KEY MATTERS IN THIS VERY NEW AND QUICKLY EVOLVING AREA.

Giles Cuthbert
 Managing Director
 Chartered Banker Institute

## DB CENTRE FOR DIGITAL BANKING

The Asian Banking School (ABS) offers industry relevant training programmes that cover a comprehensive list of banking areas and are designed and developed in-house by our Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world.

This publication introduces the suite of programmes available under our newly formed Centre for Digital Banking. With the wave towards digital transformation by financial institutions, it has been necessary for ABS to meet the tide head on and introduce programmes in this genre to meet the needs of the industry. The programmes offered have been designed in consultation with digital technology practitioners and academicians together with banking professionals to ensure that they are relevant and up-to-date.

The programmes that you will see in the following pages are presently offered as in-house training but having them available for open enrolment is an option that we are still considering.

Apart from these programmes, ABS offers many others covering all the other banking areas. All public programmes offered can also be customised as in-house training to suit the needs of your organisation. We also provide a broad spectrum of consultancy services to create tailor-made training programmes that are specifically aligned with your organisation's strategic learning requirements.



### WE ALSO OFFER PROGRAMMES IN OTHER BANKING AREAS COVERING:

Note: All Information in this publication is correct at the time of printing but is subject to change.

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### LEARNING LEVEL | FOUNDATION

### FOUNDATION IN BIG DATA ANALYTICS For the banking sector

With the proliferation of data analytics initiatives by various governments, businesses and social media platforms, it becomes paramount to understand the fundamentals of Big Data Analytics and its applications to the banking sector. Big Data is not just about extracting and storing data but consists of many technologies and processes working hand-in-hand to derive useful information and actionable insights from huge volumes of data. As data is being created, collected and stored faster than ever, it is important for bankers to have a foundational understanding of such technologies, including use cases that can be applied to benefit the banking sector.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM1,100 | RM1,400

AICB Member Non-Member
\*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to gain a deeper knowledge and understanding of Big Data through various modules:

- Overview of Big Data
- Big Data in Banks: Use Cases
- Introduction to Tools and Technologies
- Big Data Maturity in the banking sector and how to get started

### **TRAINING METHODOLOGY**

### **PARTICIPANT PROFILE**

Combination of classroom learning, case studies, group discussions and presentations

Banking professionals up to mid-level managers

#### Module 1: Overview of Big Data

- Definition of Big Data
- Differences with existing approaches: Data Warehouse, Data Mining and predictive analytics
- Variety of data: internal, external, structured and unstructured
- Dealing with data veracity: when to use Big Data

#### Module 2: Big Data in Banks: Use Cases

- Increase in Revenue / Customer Driven:
  - » Single customer view
  - » Micro-segmentation
  - » Targeted marketing
  - » Voice of customer
- Minimise Risk
  - » Know Your Customer (KYC)
  - » Transaction fault detection
  - » Anti-money laundering / counter terrorism financing
  - » Early warning of risk

### Module 3: Big Data and Fast Data Technologies

- Differences between big data and fast data
- Introduction to tools and technologies
  - » Hadoop
  - » Hive
  - » Spark» NoSQL (MongoDB)
  - » StreamSets
  - » R and Python
- Open-source versus proprietary solutions

### Module 4: Big Data Maturity in the Banking Sector and How to Get Started

- Assess internal capabilities
- Form Center of Excellence (CoE)
- Determine use cases for pilot
- Data acquisition
- "Land-and-Expand" approach: build on a series of quickwins
- How to contribute if you are not IT

### **ABOUT THE TRAINER**

### **KEW YOKE LING**

Yoke Ling is the Founder and Executive Director of KewMann Sdn. Bhd., a Big Data analytics and behavioural science company headquartered in Singapore, with offices in Malaysia and Hong Kong. Yoke Ling has more than 18 years' experience working with the financial services sector and government organisations to provide innovative solutions.

He has assisted multiple clients with their digital transformation needs, from the on-premise era to cloud or mobile applications, from data mining to artificial intelligence. Notable clients include ICBC (Asia), Mastercard Asia Pacific, NTUC Income, Lembaga Hasil Dalam Negeri Malaysia (LHDN) and CyberSecurity Malaysia (CSM). Before founding KewMann, Yoke Ling held management positions in CallidusCloud (Asia Pacific), and was with Oracle for more than 8 years. Yoke Ling has a BSc (Hons) in Computing, and a post-graduate diploma from the Chartered Institute of Marketing (CIM).

### LEARNING LEVEL | FOUNDATION

### FOUNDATION IN ARTIFICIAL INTELLIGENCE (AI) For the banking sector

Artificial Intelligence (AI) has generated much hype. It has the potential to change the entire banking sector and how banks operate in the next 5 to 10 years. Thus, it is important for financial services practitioners to understand the foundations of AI, its potential and impact to the industry. Additional knowledge of some of the tools and technologies associated with AI will be useful in determining the best use cases of AI in the banking and financial services sectors.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM1,100 | RM1,400 AICB Member | Non-Member

8CPD HOURS

AICB

\*Subject to 6% Service Tax per pax

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### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to gain a deeper knowledge and understanding of AI through various modules:

- Overview and History of Al
- Al in Banks: Use Cases
- Introduction to tools and technologies
- Al maturity in the banking sector and how to get started

### **TRAINING METHODOLOGY**

Combination of classroom learning, case studies, group discussions and presentations

### **PARTICIPANT PROFILE**

Banking professionals up to mid-level managers

#### Module 1: Overview of Big Data

- Definition of Artificial Intelligence (AI)
- History of AI and what it is now (and what it is not)
- Importance of data in Al

#### Module 2: AI in Banks: Use Cases

- Increase revenue: product and services
  - » Recommendation engine
  - » Interactive agents (e.g. chatbot, voice assistant)
  - » Robot advisor
- » Algorithmic trading
- Minimize Risk and Increase Operational Efficiency
- » Contract intelligence: automated legal document understanding and drafting
- » Identification and eradication of faults
- » Process automation in front, middle and back office operations
- » Early warning of risk

### Module 3: Artificial Intelligence Tools and Technologies

- Problem solving: machine learning / deep learning
- Reasoning: knowledge representation
- Semantic: natural language processing
- Al technologies and frameworks

### Module 4: Artificial Intelligence Maturity in the Banking Sector and How to Get Started

- Assess internal capabilities
- Relationship(s) between big data technologies and Al
- Form Centre of Excellence (CoE)
- · Determine use cases for pilot
- Data acquisition
- "Land-and-expand" approach: build on a series of quick-wins
- How to contribute if you are not IT

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### LEARNING LEVEL | FOUNDATION



Python was designed for code readability and has some similarities to the English language with influence from mathematics

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### **PROGRAMME FEES\***

16CPD HOURS

AICB

\*Subject to 6% Service Tax per pax

AICB Member

RM2,200 | RM2,600

Non-Member

### **LEARNING OBJECTIVES**

By the end of the programme, participants will be able to:

- Appreciate why Python has emerged to become one of the leading programming languages today
- Learn Python in a step by step manner and start developing some simple applications by the end of the programme

### **TRAINING METHODOLOGY**

Combination of lectures and hands-on exercises

### **PARTICIPANT PROFILE**

Anyone interested in learning how to develop a light weight web-based application using Python

- Introduction to Python
- Environment Setup
- Variables and Basic Data Types
- Operators
- Mathematical Question Solving
- Basic Conditional Branching
- Basic Looping
- Vowel / Consonant Analyzer

- Python Array
- Basic Function Handling
- Numbering Bubble Sorting
- Mathematical Question Solving
- Character Sorting
- Python List
- Queue System (FIFO, LIFO)

### **ABOUT THE TRAINER**

### DERIC DOMINIC WONG

Deric Dominic Wong is the technical lead and solution architect for KewMann Sdn. Bhd., a big data analytics and behavioural science company headquartered in Singapore, with offices in Malaysia and Hong Kong. He focuses on implementation and development in big data, process automation and influence (platform). He was instrumental in advising, designing, architecting, developing and deploying solutions for large organisations in the region, including Mastercard Asia Pacific, NTUC Income, Toyota Tsusho Asia Pacific, Lembaga Hasil Dalam Negeri Malaysia (LHDN) and CyberSecurity Malaysia (CSM). Deric has extensive experience with state-of-the-art analytics tools and technologies, including but not limited to Python, Stream Sets, Kafka and Elasticsearch. Prior to KewMann, Deric was a consultant at Fusionex. He holds a BSc (Hons) of Computer Science from Universiti Sains Malaysia.

### LEARNING LEVEL | INTERMEDIATE

### INTERMEDIATE PYTHON PROGRAMMING

Python was designed for code readability and has some similarities to the English language with influence from mathematics

### **PROGRAMME DETAILS**

Date : 3 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### **PROGRAMME FEES\***

AICB 24CPD

AICB Member Non-Member
\*Subject to 6% Service Tax per pax

RM3,500 | RM4,000

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- To find Python use cases for their respective organisations
- Serves as a pre-requisite for more advanced topics, such as using Python for Big Data analytics and machine learning

### TRAINING METHODOLOGY

Combination of lectures and hands-on exercises

### **PARTICIPANT PROFILE**

Participants who have been introduced to or have some experience with Python and want to use it to develop useful applications for their organisations

- Advanced Conditional Branching
- Nested Looping
- File Handling
- Basic Text Analysis
- Advance Function Handling
- Factorial Formula
- Fibonacci Sequence
- Lambda Operation (Map, Reduce, Filtering)

- Fibonacci Sequence in Lambda Version
- Introduction to Object and Classes
- Basic Object Oriented Programming
- Simple Wallet Use Case
- Basic Class Structure
- Class Inheritance
- Certification Examination Briefing

### **ABOUT THE TRAINER**

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Deric Dominic Wong is the technical lead and solution architect for KewMann Sdn. Bhd., a big data analytics and behavioural science company headquartered in Singapore, with offices in Malaysia and Hong Kong. He focuses on implementation and development in big data, process automation and influence (platform). He was instrumental in advising, designing, architecting, developing and deploying solutions for large organisations in the region, including Mastercard Asia Pacific, NTUC Income, Toyota Tsusho Asia Pacific, Lembaga Hasil Dalam Negeri Malaysia (LHDN) and CyberSecurity Malaysia (CSM). Deric has extensive experience with state-of-the-art analytics tools and technologies, including but not limited to Python, Stream Sets, Kafka and Elasticsearch. Prior to KewMann, Deric was a consultant at Fusionex. He holds a BSc (Hons) of Computer Science from Universiti Sains Malaysia.



### AICB 16CPD

### **R PROGRAMMING - FOUNDATION**

This programme is a foundation level course for picking up the R programming language and learning about language syntax and data structure. Participants will also get to learn how to create R programmes to automate data management for their daily tasks.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\*

RM2,200 RM2,600 AICB Member Non-Member

\*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Understand the R programming language syntax and data structure
- Understand the R programme structure and programme execution flow
- Able to write simple programmes to automate manual tasks to extract data and provide data summaries from Excel
   spreadsheets

### **TRAINING METHODOLOGY**

Slides presentation, interactive discussions, programming workshops (own computer) and demonstrations

### **PARTICIPANT PROFILE**

Associate data analysts and executives who seek to automate manual data processing

Introduction to R Programming

- Introduction to R programming, overview and history
- R programming libraries installation and repository

R Programming, Syntax and Data Structure

- Understanding the syntax of R language
- Programme execution flow and language execution
   structure
- Types of data structure in R, to store data for processing

Introduction to Rstudio and the User Guide

- How R programmes are created under the help of visual editor, Rstudio
- Different views in Rstudio
- Debugging programmes in Rstudio
- Workshop to write a basic programme

### **ABOUT THE TRAINER**

### **XAVIER LEONG FOO HOONG**

Xavier is a data scientist providing data intelligent solutions in areas covering data pattern analysis and machine learning modelling for business insights and process automation deployed in carrier service providers and enterprises to manage daily business operations. Prior to this, he was a software architect providing IT solutions for the business operations and business intelligence sectors particularly in data mediation, business support and operations support systems.

Having spent over 18 years in the software industry, Xavier's experience includes business operations optimisation, IT software solutions for the digital economy and business automation via data driven intelligence software. He has extensive exposure in big data technology, manufacturing, machine learning and artificial intelligence in business process optimisation. He also has vast experience in software design and development through his career at a multinational company providing solutions to customers world-wide, together with a recent five years spent in providing software solutions covering big data distributed computing for data analytics and modelling.

Xavier has a Master of Science degree in Mathematics and Statistics (with Distinction) from the University of Malaya, a Bachelor of Engineering degree (with Honours) from the University of Science Malaysia and is also a Certified IT Architect (Associates Level) (CITA-A) from the International Association of Software Architects (IASA). He is one of the pioneer graduates of the Malaysian MDEC Data Scientist Certification programme.

### LEARNING LEVEL | INTERMEDIATE



### **R PROGRAMMING — INTERMEDIATE**

This programme is an intermediate level course to enable participants to further enhance their R programming skills, process multiple type of documents and data sources and produce analysis in common document formats. They will also be able to perform basic charting and calculations using common R data analysis modules.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### **PROGRAMME FEES\***

RM2,200 RM2,600

AICB Member Non-Member
\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Use different R modules to slice and merge data
- Do document generation to Word, HTML and PDF
- Do charting with R, colour coding and the different charting types

### TRAINING METHODOLOGY

Slides presentation, interactive discussions, programming workshop (own computer) and experience sharing

### **PARTICIPANT PROFILE**

Data analysts, associate data analysts and business analysts / market researchers. Participants should already have foundation level knowledge in R Programming.

Introduction to Data Engineering with R

- Cleaning and tidying data from multiple data sources
- Different types of data sources supported in R, and how to use them

Data Engineering with R

- Transforming and merging data
- What is functional programming (FP) and how to establish FP in R
- Data summary and mathematical computation functions
- Workshop in data processing

### **ABOUT THE TRAINER**

### **XAVIER LEONG FOO HOONG**

Xavier is a data scientist providing data intelligent solutions in areas covering data pattern analysis and machine learning modelling for business insights and process automation deployed in carrier service providers and enterprises to manage daily business operations. Prior to this, he was a software architect providing IT solutions for the business operations and business intelligence sectors particularly in data mediation, business support and operations support systems.

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Charting and Producing Formatted Output in Rstudio

- Document markdown and using it to generate formatted documents
- Producing different types of charts for effective data presentation
- Workshop in Rstudio for markdown and charting

LEARNING LEVEL | ADVANCED



### R PROGRAMMING – ADVANCED

This programme is an advanced level course in using R for machine learning and data modelling. It has been designed for participants to grasp the concept of machine learning for supervised and un-supervised learning, as well as understand the machine learning model evaluation work flow and participate in the model fitting exercise.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### **PROGRAMME FEES\***

RM2,200

0 | RM2,600

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Understand the concept of machine learning
- Able to differentiate between supervised versus un-supervised learning
- Understand machine learning model evaluation work flow
- How to fit and use a machine learning model

### **TRAINING METHODOLOGY**

Slides presentation, interactive discussions, programming workshop (own computer), experience sharing

### **PARTICIPANT PROFILE**

Data analysts, associate data analysts and business analysts / market researchers. Participants should already have intermediate level knowledge in R Programming.

Introduction to R in Machine Learning

- Introduction to machine learning concepts
- Types of machine learning, supervised and unsupervised learning
- Use case sharing

Machine Learning in R

- Types of machine learning algorithm for continuous data and categorical data
- What is decision tree and its application
- Unsupervised learning, data clustering and its application
- Model validation and testing with 'caret' modules
- Workshop in fitting and evaluating a machine learning model

### **ABOUT THE TRAINER**

#### **XAVIER LEONG FOO HOONG**

Xavier is a data scientist providing data intelligent solutions in areas covering data pattern analysis and machine learning modelling for business insights and process automation deployed in carrier service providers and enterprises to manage daily business operations. Prior to this, he was a software architect providing IT solutions for the business operations and business intelligence sectors particularly in data mediation, business support and operations support systems.

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Xavier has a Master of Science degree in Mathematics and Statistics (with Distinction) from the University of Malaya, a Bachelor of Engineering degree (with Honours) from the University of Science Malaysia and is also a Certified IT Architect (Associates Level) (CITA-A) from the International Association of Software Architects (IASA). He is one of the pioneer graduates of the Malaysian MDEC Data Scientist Certification programme.

### EARNING LEVEL | INTERMEDIATE



The demand for data scientists continues to grow beyond supply, companies and organisations are looking for solutions. As a result, Citizen Data Scientists are emerging from within the business analyst community. They combine the skills of traditional business analysts with some of the expertise of statisticians.

With new, powerful and affordable tools available in the market, more and more people are finding they are empowered to do something intelligent with their data. Analytics is no longer the exclusive province of statisticians and specialists as it is now for all of us as we become more data-driven and analytical in our thinking and our work. This in turn has resulted in the rise of the Citizen Data Scientist. This programme will enable Citizen Data Scientists to gain the expertise and skills to perform their role with greater effectiveness and expertise. Participants will then be able to perform the main data-related tasks for the Citizen Data Scientist using the point-and-click capabilities of SAS Visual Analytics: data access and data manipulation, data exploration using analytics and building predictive models.

### **PROGRAMME DETAILS**

Date	: 5 days
Time	: 9:00 am – 5:00 pm
Venue	: SAS Institute, KL Sentra

PROGRAMME FEES\* RM7,000 RM7,600 AICB Member Non-Member AICB 40CPD

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Load data from different formats
- Prepare data for analysis
- Analyse data using effective data visualisation
- Build and compare data mining models

### **TRAINING METHODOLOGY**

Interactive lectures with a classroom style. The instructors will deliver real-world knowledge, cutting-edge techniques and useful tips by combining expertly designed lecture, software demonstration and Q&A sessions.

### **PARTICIPANT PROFILE**

Business analysts and data analysts who want to practice the self-service data preparation capabilities of SAS and the ease of use of advanced analytics in exploring and visualising the data

### INTRODUCTION TO BIG DATA AND ANALYTICS

Introduction to Data Science

- Era of abundance
- Big Data explained
- Data analysis overview

Introduction to Statistics

- Examining data distributions
- Obtaining and interpreting sample statistics
- Examining data distributions graphically
- Using exploratory data analysis
- Producing correlations
- Fitting a simple linear regression model

### PREPARING FOR ANALYSIS

Getting Started with SAS Visual Analytics

- Exploring SAS Visual Analytics concepts
- Using the SAS Visual Analytics home page
- Discussing the course environment and scenario

Using the SAS Visual Analytics Explorer

- Examining the Visual Analytics Explorer
- Selecting data and defining data item properties
- Creating visualisation
- Enhancing visualisation with analytics
- Interacting with visualisation and exploration

### Examining SAS Visual Data Builder

- Exploring SAS Visual Data Builder
- Creating simple queries

### Creating Complex Queries in SAS Visual Data Builder

- Importing data using Visual Data Builder
- Creating calculated columns and filtering data
- Creating advanced queries

### Advanced Topics for SAS Visual Data Builder

Accessing user-defined formats

### Using Explorer and Designer to Load Data

- Using explorer and designer to import data
- Using explorer and designer to create calculated columns

ANALYTICAL DATA VISUALISATION AND MODELLING DATA

Cluster Segmentation

- Understanding segmentation
- Using cluster analysis

Models with Continuous Targets

- Managing projects and models
- Using linear regression models
- Using generalised linear models

Models with Categorical Targets

- Using logistic regression
- Using decision trees

Model Comparison and Assessment

- Comparing models
- Scoring models

### CASE STUDY

### **ABOUT THE TRAINER**

### **FUICHOON CHU**

- HRDF Certified Trainer
- SAS Certified Statistical Business Analyst
- SAS Certified Predictive Modeler
- SAS Certified Base Programmer
- M.Sc Applied Statistics

Fui, a SAS certified Predictive Modeler, Statistical Business Analyst and Base Programmer, specialises in Data Mining -Risk Scorecard, Predictive Modelling and Customer Segmentation. She holds a Bachelor's Degree with double major in Mathematics and Statistics, as well as a Master's Degree in Applied Statistics.

She has 20 years' experience in Data Mining across banking, insurance, casino and manufacturing industries. Prior to becoming an independent consultant, Fui has worked in Database Marketing, Marketing Analytics, Decision Management, Customer Intelligence, Risk Scoring and Analytics for multinational companies such as Western Digital, AIG, Citibank (AVP – Decision Management), Genting Resorts (Head – Customer Intelligence Unit), Hong Leong Bank (Head – Scoring & Analytics) and Standard Chartered Bank (Senior Manager – Credit & Collections) in Malaysia and in America when selected as the Citigroup Global Talent Associate in 2005. She has conducted and trained professionals, especially from the financial sector, in Data Mining with SAS tools.

### LEARNING LEVEL | FOUNDATION

### DIGITAL BANKING — An executive overview

Financial institutions are under pressure to deliver digital customer experience. While understanding the available technologies in delivering digital is important, there is much more to implementing digital banking than the mastery of the latest and greatest technologies. Digital places unique requirements on the organisation and this implies that traditional methods of organising and structuring work may hinder digital efforts.

Digital Banking requires the organisation to rethink how it encourages collaboration between its Business and IT teams, how it plans project portfolios and how projects are structured and delivered to achieve agility and reduced time to market. Success of any digital transformation initiative is predicated on the focus of creating differentiated financial services with the use of appropriate technologies, rather than the coolness factor of the technologies.

This programme is intended for the individual who needs an overview of the terminology and frameworks used today within the context of digital banking as well as the possible implications to existing organisational structures and processes.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School PROGRAMME FEES\* RM1,100 | RM1,400

Non-Member

AICB Member

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Understand how organisation redesign may be required in becoming digital
- Have an overview of how some of the technologies commonly mentioned within FinTech discussions are relevant to digital banking

### **TRAINING METHODOLOGY**

PARTICIPANT PROFILE

Interactive lectures, presentations, discussions, video, and sharing of practical experience

#### • IT Department Heads

- Retail and Business Banking Product Development Heads
- Strategy and Enterprise Architecture leads
- Transformation Office leads

8CPD HOURS

AICB

#### Characteristics of Digital Banking

• This module introduces some of the factors that uniquely characterise digital. Factors such as the degree of process automation, business model innovation, fluid requirements and customer centricity are drivers that shape the capabilities – be it structures, processes or technology required by the digital enterprise.

Implications to Strategy and Planning

• Current frameworks and methodologies around how an organisation strategises and plans its digital initiatives are explored. Deep dives will be done around Enterprise Architecture and Strategic Portfolio Planning.

Implications to the Creation of the Product or Service

- The way digital initiatives are conceptualised also need to be revisited. The intense focus on customer centricity has
  made service design a critical part of the product and services design process. The customer journeys approach is
  explored.
- Agile and its extension into DevOps are de facto standards in digital due to their ability to cope with uncertainty. These methodologies will be discussed.

Technology Innovations

Some of the key technologies which are shaping digital services are explored and their applications are discussed
including Blockchain, Machine Learning, Service Orientation and Micro Services, Virtualisation and FinTech

### **ABOUT THE TRAINER**

#### IAN GOH

With more than two decades of work experience, lan's career spans multiple industries including Financial, Logistics, and Telecommunications both as a vendor and end user. He has held roles in multiple parts of the IT delivery value chain including operations, project and programme management, systems integration and more recently IT strategy and architecture. He has experience in various domains including CRM, Business Intelligence and SOA.

lan's current interest is in the impact of the digital economy on an organisation. Given the need for agility within IT and the availability of infrastructure, platform and software as near commodity services through cloud service providers, the lines between IT and business are blurring. Thus, requiring individuals to have a broader understanding of organisational dynamics and the need to embrace new approaches to service management such as bimodal IT, DevOps and Lean. Ian is passionate about helping IT professionals in redefining their role within this context.

lan holds a Master's degree in Electronics Engineering and a Bachelor's degree in Information and Electronics Engineering from Curtin University, Western Australia. He also holds professional certifications from ITIL, TMForum, IASA and the Open Group.

### DIGITAL BANKING – A PRACTITIONERS OVERVIEW

Digital Transformation requires more than the adoption of the latest technology as it is significantly more than an "IT problem". It transcends all aspects of an organisation including its culture, people and business models, thus requiring a paradigm shift as sticking with traditional methods can hinder digital efforts. After all, an organisation's digital transformation success is greatly influenced by how far it is willing to re-evaluate and adjust its current way of working to suit the demands of the digital economy and the ability to manage the transition to this future state.

This programme expands on the topics covered in "Digital Banking- An Executive Overview" and provides more in-depth learning into current methodologies, frameworks and technology centred around digital banking. It is intended for the individual who is involved in their organisation's digital initiative and is exploring which framework or tool in the market is relevant to their efforts.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am - 5:00 pm Venue : Asian Banking School PROGRAMME FEES\* RM2,200 RM2,600 AICB Member RM2,600

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Gain insight to where within their organisation may the various methodologies and frameworks be adopted
- Know how the digital revolution will impact the banks methodologies and processes
- Understand the application of some of the digital technology to a financial institution

### TRAINING METHODOLOGY

Interactive Lectures, presentations, discussions, video, and sharing of practical experience

### **PARTICIPANT PROFILE**

- IT Department Heads
- Service Design Professionals
- Retail and Business Banking Product Development Heads
- Strategy and Enterprise Architecture teams

16CPD HOURS

AICB

#### Characteristics of Digital Banking

• This module introduces some of the factors that uniquely characterise what digital is. Factors such as the degree of process automation, business model innovation, fluid requirements and customer centricity are drivers that shape the capabilities – be it structures, processes or technology required by the digital enterprise.

Implications to Strategy and Planning

• Current frameworks and methodologies around how an organisation strategises and plans its digital initiatives are explored. Deep dives will be done around Enterprise Architecture and Strategic Portfolio Planning.

Implications to the Creation of the Product or Service

- The way digital initiatives are conceptualised also need to be revisited. The intense focus on customer centricity has
  made service design a critical part of the product and services design process. Several methodologies such as User
  Experience (UX) design and Customer Journeys are explored and simulated in a workshop.
- Software development life cycle methodologies such as Agile and its extension into DevOps have been identified as best practices for project delivery in an uncertain environment. The module will explore what these methodologies entail and their pros and cons.

Digital Banking Target Architectures

 Key components within a Digital Banking target architecture are explored and discussed including API Gateway, Service Orchestration, Middleware, Customer Management and Product Management

Technology Innovations

Some of the key technologies shaping digital services are explored and their uses are discussed including Blockchain,
Machine Learning, Service Orientation and Micro Services, Virtualisation and FinTech

### **ABOUT THE TRAINER**

#### IAN GOH

With more than two decades of work experience, lan's career spans multiple industries including Financial, Logistics, and Telecommunications both as a vendor and end user. He has held roles in multiple parts of the IT delivery value chain including operations, project and programme management, systems integration and more recently IT strategy and architecture. He has experience in various domains including CRM, Business Intelligence and SOA.

lan's current interest is in the impact of the digital economy on an organisation. Given the need for agility within IT and the availability of infrastructure, platform and software as near commodity services through cloud service providers, the lines between IT and business are blurring. Thus, requiring individuals to have a broader understanding of organisational dynamics and the need to embrace new approaches to service management such as bimodal IT, DevOps and Lean. Ian is passionate about helping IT professionals in redefining their role within this context and trains corporations on Enterprise Architecture and Customer Journey Mapping frameworks and tools.

lan holds a Master's degree in Electronics Engineering and a Bachelor's degree in Information and Electronics Engineering from Curtin University, Western Australia. He also holds professional certifications from ITIL, TMForum, IASA and the Open Group.

### LEARNING LEVEL | INTERMEDIATE



### UNDERSTANDING DIGITAL BANKING AND Its transformational impact

Digital Banking is the digitisation of all functional areas of a bank for both customers and employees. It goes beyond online or mobile banking and involves the automation of every step of the banking relationship, from products and services (front-end) to processes and risk management (back-end), as well as everything in between.

Going digital implies changes to all bank activities, programmes and functions on all service delivery platforms. Digital banking relies on big data, analytics and embracing new technologies at all levels to enhance operational efficiency and improve customer experience.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School 

 PROGRAMME FEES\*

 RM1,100
 RM1,400

 AICB Member
 Non-Member

 \*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to gain a deeper knowledge and understanding of:

- Digital transformation in the banking industry: trends, innovations and best practices
- Strategies for optimising digital innovation and transformation
- Creating a competitive advantage with technology Big Data, AI and Blockchain
- Impact of Digital Banking on customer experience, behaviour and loyalty

### **TRAINING METHODOLOGY**

Combination of classroom learning, case studies and presentations

### PARTICIPANT PROFILE

Corporate and retail banking professionals: middle to upper-level management

- The 'C' suite: CEOs, CIOs, CTOs, COOs, CFOs, CMOs
- Senior Executives, Directors, VP's, and EVP's
- Business Unit Heads, Leaders and Managers

#### Module 1: Overview

- Introduction to Digital Banking
- The State of Digital Banking across the region and globally
- Digital Banking examples
- Implementations by banks within the region and beyond
- Critical success factors of implementing Digital Banking initiatives

### Module 2: Digital Innovation and Transformation Strategies

- Drivers of digital innovation and transformation
- Key elements to accelerate digital transformation
- Business case for digital innovation (objective, strategy, benefits, risks and challenges)
- Digital banking environment and business model(s)
- Leverage partnerships and historical strengths to accelerate digital transformation

### Module 3: Harness Technology and Big Data

- Disruptive innovations in Digital Banking and FinTech
- Principal technologies and service propositions: SWOT analysis
- Defence and offense: competitive response and differentiators
- Potential impact on systems and required changes
- Big Data, Artificial Intelligence and Blockchain use cases

### Module 4: Consumer Behaviour and Customer Engagement

- Evolution of banking consumer behaviour: physical versus digital
- Population and demographic profile of Digital Banking consumers
- Consumer behaviour, experience and perception
  towards Digital Banking
- Digital customer journey: rethinking the customer relationship
- Future consumer behaviour and expectations

### **ABOUT THE TRAINER**

### **KEW YOKE LING**

Yoke Ling is the Founder and Executive Director of KewMann Sdn. Bhd., a Big Data analytics and behavioural science company headquartered in Singapore, with offices in Malaysia and Hong Kong. Yoke Ling has more than 18 years' experience working with the financial services sector and government organisations to provide innovative solutions.

He has assisted multiple clients with their digital transformation needs, from the on-premise era to cloud or mobile applications, from data mining to artificial intelligence. Notable clients include ICBC (Asia), Mastercard Asia Pacific, NTUC Income, Lembaga Hasil Dalam Negeri Malaysia (LHDN) and CyberSecurity Malaysia (CSM). Before founding KewMann, Yoke Ling held management positions in CallidusCloud (Asia Pacific), and was with Oracle for more than 8 years. Yoke Ling has a BSc (Hons) in Computing, and a post-graduate diploma from the Chartered Institute of Marketing (CIM).

### LEARNING LEVEL /INTERMEDIA

### DIGITAL BANKING INNOVATION MASTER CLAS

Digital Banking is the digitisation of all functional areas of a bank for both customers and employees. This programme will provide participants with a roadmap and action plan for carrying out the necessary changes needed in the implementation of Digital Banking initiatives within their own organisation. It will cover the important elements of Digital Banking, including Big Data Analytics and other technology, and how changes are made to bank activities, programmes and functions on all service delivery platforms and channels. The importance of making customer experience the centre of Digital Banking initiatives will also be highlighted.

### **PROGRAMME DETAILS**

Date	: 3 days
Time	: 9:00 am – 5:00 pm
Venue	: Asian Banking School

### PROGRAMME FEES\* RM3,500 | RM4,000

Non-Member

\*Subject to 6% Service Tax per pax

AICB Member

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to gain a deeper knowledge and understanding of:

- Digital transformation in the banking industry: trends, innovations and best practices
- Digital innovation and transformation: drivers, business models and business case
- Changes in consumer needs, engagement methods and customer journey
- Use of technology and Big Data as enablers
- Organisational changes to pursue a Digital Banking strategy

### TRAINING METHODOLOGY

### **PARTICIPANT PROFILE**

Combination of classroom learning, case studies, group discussions and presentations

Banking professionals up to middle-level managers

AICB 24CPD

#### Module 1: Overview

- Definition and history of Digital Banking
- Digital transformation in the banking industry
- Digital Banking landscape including trends, readiness by country, internet and mobile banking penetration
- Latest innovations and best practices in digital banking
- Case studies and contextual examples from around the region

### Module 2: Business Case for Digital Innovation and Transformation

- Drivers of digital innovation and transformation
- Digital banking environment and business model(s)
- Key elements to accelerate digital transformation
  - » Strategy (target markets, business opportunities, policies and priorities)
  - » Objective (reasons, goals and importance of innovation)
  - » Costs and benefits (strengths/revenue, risks, challenges and assumptions)
  - » Capability (readiness, stakeholders, historical strengths and partnerships)
  - » Other factors (compliance, legacy issues, support models and maintenance)
- Group exercise: Build a business case

### Module 3: Customer Engagement in Digital Banking

- Evolution of banking customers and changing needs
  - » Differences in customer interaction by banking channels (physical versus digital)
  - » Population and demographic profile of Digital Banking customers
  - » Customer behaviour, experience and perception towards Digital Banking
- Digital customer journey: rethinking the customer relationship
  - » Improving customer loyalty, usability and access with Digital Banking
  - » Educating the customer and outreach versus customer expectations
- » Maintaining relationships without face-to-face interactions
- » Customer interfaces and what they want
- Future consumer behaviour and expectations
- Group exercise: Designing and building for the customer experience

### **ABOUT THE TRAINER**

### **KEW YOKE LING**

Yoke Ling is the Founder and Executive Director of KewMann Sdn. Bhd., a Big Data analytics and behavioural science company headquartered in Singapore, with offices in Malaysia and Hong Kong. Yoke Ling has more than 18 years' experience working with the financial services sector and government organisations to provide innovative solutions.

He has assisted multiple clients with their digital transformation needs, from the on-premise era to cloud or mobile applications, from data mining to artificial intelligence. Notable clients include ICBC (Asia), Mastercard Asia Pacific, NTUC Income, Lembaga Hasil Dalam Negeri Malaysia (LHDN) and CyberSecurity Malaysia (CSM). Before founding KewMann, Yoke Ling held management positions in CallidusCloud (Asia Pacific), and was with Oracle for more than 8 years. Yoke Ling has a BSc (Hons) in Computing, and a post-graduate diploma from the Chartered Institute of Marketing (CIM).

### Module 4: Disruptive Innovation and Technologies

- Disruptive innovations in Digital Banking
- Defence and offence: competitive response and differentiators
- Potential impact on systems: next generation digital bank architecture
- Principal technologies and service propositions
- » Enablers and technologies (Blockchain, FinTech, Big Data, Artificial Intelligence)
- » Infrastructure (software, platforms, data)
- » Distribution and delivery channels (internet, mobile, branch/ATM, social media)
- » Techniques (crowdsourcing, market research, robotic process automation)
- Processes (cybersecurity, AML, product development)
- » Identity and branding (onboarding, KYC, biometrics, e-signature)
- » Payments (M-Pesa, remittances, mobile wallets, NFC)
- » Other aspects (standards, compliance, guidelines, best practices)
- Case studies: Successful implementations of selected technologies

### Module 5: Organisational Changes

- Digital transformation: required skills
- Organisational and cultural change management and strategies
- Role of leadership to inspire digital innovation
- Improve and maintain digital knowledge and expertise with training
- Differences in performance measurement: updated reward and recognition structures



# BIG DATA STRATEGY AND APPLICATION

This programme aims at realising the promises of big data and advanced analytics in driving successful data and insights driven organisations. Participants will gain an understanding of the key elements and considerations needed to ideate and develop high-value big data analytics applications. This is a non-technical big data analytics strategic class.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM2,200 | RM2,500 AICB Member | Non-Member

16CPD HOURS

AICB

**NEW** 

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of the programme, participants will be able to:

- Appreciate the big data ecosystem and how it applies to various banking business cases
- Gain a strategic understanding on how they can develop high-impact big data analytics
- Walk away with a list of "quick wins" banking analytics use cases they can start right away in their organisation

### TRAINING METHODOLOGY

Interactive group discussions, lectures, exercises, case studies and sharing of real-world experiences

### **PARTICIPANT PROFILE**

Middle-to-senior-level bank executives from all divisions

- Understanding the importance of advanced analytics, concepts and applications in the digital economy
- Leading practices of local and global companies in applications of advanced analytics
- The analytics maturity landscape (descriptive, diagnostic, predictive and prescriptive)
- Opportunities for the banking sector, e.g. risk management, enhancing customer experience and user segmentation and targeting
- Opportunities in supporting services e.g. HR and finance
- Understanding the importance of data governance
- Understanding the advanced analytics ecosystem (from ingestion to analytics to organisational transformation)
- Establishing good data management

- Assessing advanced analytics talents and skills needed
- Organisational analytics maturity in relation to business strategy, culture, people, process and technologies
- A systematic approach to starting a data science project – a structured methodology for high-impact analytics projects
- Group activity: Data-driven business case
  brainstorming and prioritisation
  - » A logical process of analysis and prioritisation to identify "quick wins" business cases or analytics for the participant's organisation. The identified "quick wins" business cases will justify the analytics projects and/or proof-of-concept

### **ABOUT THE TRAINER**

### **PETER KUA**

Peter Kua is currently Head of Data Science and Analytics at Media Prima Digital. His responsibilities include finding ways data can be used as a competitive advantage as well as identifying new business opportunities with data. Peter was also instrumental in driving the National Big Data Analytics (BDA) Initiative under the Malaysia Digital Economy Corporation (MDEC) in the areas of thought leadership and industry development. He played a key role in developing the first National BDA Framework that delivered strategic recommendations / action plans to achieve the National BDA vision.

Peter has extensive tech-related experience in various roles: Big Data / Data Science Strategy, Technopreneur, CTO, Project Manager and Software Developer. Startup leadership and management style. Excellent communication skills. Solid network of contacts in the private sector, government and universities/colleges.

**LEARNING LEVEL | FOUNDATION** 



### **CYBERSECURITY BASIC TRAINING**

Basic knowledge in Cybersecurity with hands-on activities

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM1,200 | RM1,500

Non-Member

\*Subject to 6% Service Tax per pax

AICB Member

### LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

- Acquire fundamental knowledge and skills in security assessments
- Understand the importance of adhering to the high standards of behaviour and ethics in delivering penetration testing services provided to the end-user in dealing with professional colleagues

### TRAINING METHODOLOGY

Interactive classroom presentations

### **PARTICIPANT PROFILE**

Individuals interested in gaining fundamental knowledge in cybersecurity

#### Fundamental Knowledge of Security Assessments

- Common security assessments coverage
  - » What is 'Ethical Hacking'?
  - » IT governance and compliance
  - » Security administration

### **ABOUT THE TRAINER**

### JEFFREY LOW

- ISACA CSX Fundamental (CSXF)
- Mile 2 Certified Penetration Testing Engineer (CPTE)
- Cloud Security Alliance Certificate of Cloud Security Knowledge (CCSK)

Jeffrey is a senior cyber security consultant and trainer. He has been actively participating in Project Management and Security Assessments, gained rich experience in performing multiple types of security assessment and consultation, which includes but not limited to the following:

- PCI ASV Assessment
- Web Application Security Assessment
- Network and Server Security Assessment
- Automated Teller Machine (ATM) and Self-Service Terminal (SST) Security Assessment
- Mobile Application Security Assessment
- Host, Database and Network Device Configuration Assessment
- Cloud Security
- Social Engineering
- Digital Forensic

Jeffrey has also been involved as a trainer with wide experience in conducting talks, training and workshops for students and corporates in areas that include firewall management, cybersecurity domains, penetration testing and cyber security awareness.

### LEARNING LEVEL | FOUNDATION



NEW

### **CYBERSECURITY FOUNDATION TRAINING**

The foundation of Cybersecurity with hands-on activities

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM2.000 | RM2.300

Non-Member

\*Subject to 6% Service Tax per pax

AICB Member

### **LEARNING OBJECTIVES**

By the end of the programme, participants will be able to:

- Acquire fundamental knowledge and skills in security assessments
- Understand the importance of adhering to the high standards of behaviour and ethics in delivering penetration testing services provided to the end-user in dealing with professional colleagues

### TRAINING METHODOLOGY

Interactive classroom presentations

### **PARTICIPANT PROFILE**

Individuals interested in having a foundation of knowledge and basic hands-on experience in cybersecurity

### Day 1: Fundamental Knowledge of Security Assessments

- Common security assessments coverage
- What is 'Ethical Hacking'?
- IT governance and compliance
- Security administration

### Day 2: Fundamental Skills in Security Assessments

- Proper penetration testing environment setup
- Common phases of penetration testing / attack phase / Dos and Don'ts
- Setting up automated scanning tools
- Perform scanning based on the information gathered
- Perform verification on the scan results
- Perform exploitation/penetration testing on the server based on the verified scan results
- Perform further identification and exploitation to uncover vulnerabilities that were not detected and subsequently capture the flag as an evidence of successful exploitation
- Report preparation on the vulnerabilities detected

### **ABOUT THE TRAINER**

### JEFFREY LOW

- ISACA CSX Fundamental (CSXF)
- Mile 2 Certified Penetration Testing Engineer (CPTE)
- Cloud Security Alliance Certificate of Cloud Security Knowledge (CCSK)

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- Host, Database and Network Device Configuration Assessment
- Cloud Security
- Social Engineering
- Digital Forensic

Jeffrey has also been involved as a trainer with wide experience in conducting talks, training and workshops for students and corporates in areas that include firewall management, cybersecurity domains, penetration testing and cyber security awareness.



### DESIGN THINKING 101 FOR The Digital World

In today's dynamic and fast changing economic, business, social and lifestyle environment lead by the digital revolution, innovation is everyone's business and should be so. The rapid pace of change brings with it a need to stay relevant and current almost on a 24 X 7 basis. In banking, it is the need to stay competitive or ahead of the competition to be successful. This one-day programme provides participants with a foundation in Design Thinking (DT) and is crafted around the 5 steps of DT – based on the Stanford approach.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School PROGRAMME FEES\*

RM1.400

Non-Member

RM1.100

AICB Member

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Explore the different phases of Design Thinking (DT)
- Discover how Design Thinking is related to innovation
- Discover how Design Thinking can impact personal goals as a psychological problem-solving tool
- Explore how Design Thinking is used by corporations to inject creativity into the workforce

### **TRAINING METHODOLOGY**

The session will be delivered in a workshop style using a combination of blended and flip classroom approach through instructor led sessions, dynamic games to allow participants to discover a particular DT phase, role play, and group discussions and presentations

### PARTICIPANT PROFILE

As a 101 foundation class, this programme has been designed for those with no prior experience in Design Thinking, conceptually or in practice

Exposure to DT concepts:

- Discovery of the 5 DT Phases through in class sessions
- Learn how DT can be used to foster creative problem solving
- Session starts with a pre-test using kahoot-an online game
- DT essentials origin, purpose and examples
- DT phases empathy, define, ideate, prototyping and testing
- DT phases step-by-step explanation of the DT phases using games and role play
- Short workshop demonstrating how all DT phases work together using a practical challenge of "shopping for the blind"
- Session ends with kahoot again...to see if scores improve

### **ABOUT THE TRAINER**

### PROFESSOR DR MURALI RAMAN

Professor Dr Murali Raman is Dean of the Faculty of Management and Professor at Multimedia University, Cyberjaya. He obtained his Doctorate in Management Information Systems from Claremont Graduate University, California in 2005 and holds an MSc in Human Resource Management (London School of Economics, UK) and an MBA (Imperial College, London, UK). He is a first-class honour Bachelor's degree holder in Business Administration, University Malaya and is a Rhodes Scholar and Fulbright Fellow. He has published more than 85 papers in international journals, conferences, and book chapters and has written/edited several books in Information Management. His doctoral dissertation was in using the Knowledge Management (KM) System (wiki technology as a collaborative tool) to assist emergency preparedness efforts at the Claremont Colleges in the US.

Prior to MMU, Dr Murali worked in the corporate sector at Maybank Berhad (1994-1996) and Accenture Consulting (1997-2001). He was also a Senior Lecturer at Monash University, Sunway Campus (2007-2008). He served as the Emergency Response Management Assistant at the Claremont University Consortium (CUC) working with senior management in Emergency Preparedness at the Claremont Colleges between 2003-2005. He has also published numerous papers on emergency preparedness – with largely a KM perspective in several leading journals. Dr Murali has consulted and trained at organisations in the US, Ghana, Australia, Brunei, Malaysia, Singapore and the Middle East on issues pertaining to business performance, leadership, personal development, IT Strategy and Management.

### DR. KOK CHEE KUANG

Dr. Kok Chee Kuang is a chartered engineer of the UK Engineering Council and a professional engineer of the Board of Engineers Malaysia. He received his Bachelor, Master and PhD degrees in Mechanical Engineering from Michigan State University in 1999, 2001, and 2004, respectively. Upon graduation, he joined Motorola Solutions (M) Sdn. Bhd as a senior engineer. He led a group of mechanical simulation analysts, while being a mechanical designer for five years before joining Multimedia University as a senior lecturer in 2010. He is a Motorola certified Six Sigma green belt holder.

Dr. Kok's research interests include applied mechanics and engineering material characterisation. He used his knowledge in finite element methods (ABAQUS, ANSYS) and Six Sigma methodology to help companies, with which he has had research collaborations with, that include Motorola Solutions, Infineon Technology, Vishay Semiconductor and Quantum Electro Opto System. He also delivered technical training to AUO Sunpower and Dyson.

### LEARNING LEVEL | FOUNDATION

### FOUNDATION IN BIG DATA ANALYTICS

An introduction to big data analytics (BDA) covering the 3V characteristics of big data (volume, velocity and variety), regional success stories, high-impact banking use cases and the advanced analytics / AI landscape. This workshop also deals with the BDA ecosystem together and how various data science roles play a part in it.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\* RM1.200 | RM1.500

AICB Member Non-Member
\*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Understand the big data analytics landscape, its terminology and core concepts
- Appreciate how big data analytics would be useful in their job functions or business
- Appreciate the key banking business cases that have successfully exploited big data analytics and are benefiting from
  its implementation

### **TRAINING METHODOLOGY**

Interactive group discussions, lectures, exercises, case studies and sharing of real-world experiences

### **PARTICIPANT PROFILE**

New entrants in banking and/or from a non-IT background who wish to gain a broad-level appreciation of big data and analytics

8CPD HOURS

AICB

**NEW** 

- Overview of Big Data Analytics (BDA)
- BDA success stories in Malaysia and around the region
- The analytics landscape (descriptive, diagnostic, predictive and prescriptive)
- The BDA ecosystem (from ingestion to analytics to organisational transformation)
- Big data and cloud technologies
- High-impact banking use cases exploiting big data and advanced analytics / Al
- Introduction to Artificial Intelligence (AI)
- Data science professionals and key competency areas

### **ABOUT THE TRAINER**

### PETER KUA

Peter Kua is currently Head of Data Science and Analytics at Media Prima Digital. His responsibilities include finding ways data can be used as a competitive advantage as well as identifying new business opportunities with data. Peter was also instrumental in driving the National Big Data Analytics (BDA) Initiative under the Malaysia Digital Economy Corporation (MDEC) in the areas of thought leadership and industry development. He played a key role in developing the first National BDA Framework that delivered strategic recommendations / action plans to achieve the National BDA vision.

Peter has extensive tech-related experience in various roles: Big Data / Data Science Strategy, Technopreneur, CTO, Project Manager and Software Developer. Startup leadership and management style. Excellent communication skills. Solid network of contacts in the private sector, government and universities/colleges.

### **LEARNING LEVEL | FOUNDATION**



### INTRODUCTION TO MACHINE LEARNING USING PYTHON

This is an introductory programme on machine learning using scikit-learn and scipy for structured data, and common text processing methods. It has been designed for participants who aim to understand the possible applications of these techniques in their respective organisations.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### PROGRAMME FEES\*

RM2,200 AICB Member

\*Subject to 6% Service Tax per pax

RM2.500

Non-Member

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Understand how to navigate themselves around the scikit-learn library, its documentation, and its six main purposes:
   Classification, Regression, Clustering, Dimensionality Reduction, Model Selection and Preprocessing
- Run basic statistical operations using the scipy library
- Implement basic text analysis methods for unstructured data

### TRAINING METHODOLOGY

Slides presentation, interactive discussions, workshop and experience sharing.

Participants are expected to have a Google account with access to Google Colab and have some exposure to Mathematics/Statistics at pre-university level

### **PARTICIPANT PROFILE**

Data analysts, junior data scientists and those interested in gaining valuable knowledge in this high demand area

Basic Statistics with Scipy:

- Discrete Statistical Distributions: Binomial Distribution, Poisson Distribution and Geometric Distribution
- Continuous Statistical Distributions: Chi-squared
  Distribution, Exponential Distribution and Normal
  Distribution

Classification and Regression:

- Ordinary Least Squares
- Ridge Regression
- Logistic Regression
- Support Vector Machines
- Nearest Neighbours
- Decision Trees

Clustering:

K-Means

• Spectral Clustering

Dimensionality Reduction:

- Principal Component Analysis
- Latent Dirichlet Allocation (LDA)

Model selection and evaluation:

- Cross-validation
- Tuning hyper-parameters of an estimator
- Quantify quality of predictions

Pre-processing:

- Standardisation and scaling
- Normalisation
- Encoding categorical features

Natural Language Processing:

- Extract basic features like number of words and characters etc.
- Text pre-processing like punctuation removal, tokenisation, lemmatisation
- Text processing like n-gram, bag of words and name entity recognition

### **ABOUT THE TRAINER**

### **KOH WYHOW**

Koh Wyhow is manager of the data science team at Star Media Group Berhad. He focuses on delivering advanced analytics and business intelligence solutions for the organisation like chatbots and image recognition solutions. He has consulted for clients in the airlines, media, property and FMCG industries during his time as a senior consultant at EY's Data and Analytics team.

His core capability is the ability to leverage data analytics to drive business opportunities in areas of customer relationship management (profitability, retention, upsell/cross sell), digital analytics (online behavioural analytics, DMP), visual analytics and enterprise dashboards.

He was one of the data scientists which implemented strategies to run a national data-driven campaign for INVOKE during the 14th General Elections. As an independent learner, he picked up basic Python programming skills after office hours during his days as a Further Mathematics lecturer at a private college. Wyhow holds a BSc in Mathematics from the National University of Singapore.

### LEARNING LEVEL | FOUNDATION

### IT'S NO LONGER JUST ANOTHER DIGITAL TRANSFORMATION. IT'S A DATA-DRIVEN DIGITAL TRANSFORMATION!

Organisations that describe digital transformation as simply the incorporation of digital technology into all areas of their business often end up overlooking its power. However, a digital transformation that puts data (and analytics) at the core of its operations will allow an organisation to look at their business from a data angle instead of seeing it as a set of processes. This presentation looks at why a data-driven digital transformation is formidable and how it changes the value an organisation brings to its customers, and itself.

### **PROGRAMME DETAILS**

Date : 1 day Time : 9:00 am – 5:00 pm Venue : Asian Banking School PROGRAMME FEES\* RM1,200 | RM1,500 AICB Member | Non-Member

\*Subject to 6% Service Tax per pax

### **LEARNING OBJECTIVES**

By the end of this programme, participants will be able to:

- Gain a strategic understanding of how they can better prepare their organisation for big data and AI
- Appreciate the high-value banking business cases that exploits big data and AI
- Recognise the risks and ethical issues arising from big data and AI usage

### **TRAINING METHODOLOGY**

Interactive group discussions, lectures, exercises, case studies and sharing of real-world experiences

### PARTICIPANT PROFILE

Middle-to senior-level bank executives

AICB 8CPD

**NEW** 

- Opportunities in big data analytics (BDA) and how it ties in with digital transformation
- BDA success stories around Malaysia and the region
- Advanced analytics landscape and BDA maturity stages in organisations
- The BDA ecosystem (from big data ingestion to analytics to organisational transformation)
- Key BDA roles and competencies (chief data officers, data scientists and data engineers)
- Big data governance and security
- A C-level guide to artificial intelligence covering subtopics such as "Why AI now?", high-value industryspecific business cases, ethical AI, AI risks and developing smarter people
- Producing high-impact analytics by asking the right questions
- A systematic approach to starting a BDA project

### **ABOUT THE TRAINER**

### PETER KUA

Peter Kua is currently Head of Data Science and Analytics at Media Prima Digital. His responsibilities include finding ways data can be used as a competitive advantage as well as identifying new business opportunities with data. Peter was also instrumental in driving the National Big Data Analytics (BDA) Initiative under the Malaysia Digital Economy Corporation (MDEC) in the areas of thought leadership and industry development. He played a key role in developing the first National BDA Framework that delivered strategic recommendations / action plans to achieve the National BDA vision.

Peter has extensive tech-related experience in various roles: Big Data / Data Science Strategy, Technopreneur, CTO, Project Manager and Software Developer. Startup leadership and management style. Excellent communication skills. Solid network of contacts in the private sector, government and universities/colleges.



This programme is an advanced level course in using R for machine learning and data modelling. It has been designed for participants to grasp the concept of machine learning for supervised and un-supervised learning, as well as understand the machine learning model evaluation work flow and participate in the model fitting exercise.

### **PROGRAMME DETAILS**

Date : 2 days Time : 9:00 am – 5:00 pm Venue : Asian Banking School

### **PROGRAMME FEES\***

RM2,200

0 RM2,500

\*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Combine data from several sources and create visualisations using PowerBI
- Scrape data from online sources and create scheduled operations for future analysis using Google Cloud Functions
- Scrape documents from online sources and structure tabular data using Google Vision API
- Define Customer Lifetime Value algorithm, pre-process data, model selection and interpret results
- Create customer service chatbot agents using Dialogflow

### **TRAINING METHODOLOGY**

Slides presentation, interactive discussions, workshop and experience sharing

### **PARTICIPANT PROFILE**

Data analysts and junior data scientists.

Requirements for the programme are:

- Google Cloud Platform account (there will be \$300 credits given free for new registrations)
- A Google account with access to Google Colab
- PowerBI (registered using a work email address or nonpersonal email address)
- Basic knowledge of cloud computing

Operations reporting (data visualisation):

- Decide KPIs to measure for consumer banking/ commercial banking/wealth management/back office operations
- Connect to external database/files
- Configure relational database
- Construct basic charts
- Filter data
- Load dashboard into PowerBI cloud

Data mining (web scraping):

- Basic web scraping
- Organise output into tables/JSON files
- Load file and clean data
- Load script into AWS Lambda/GCP Cloud Functions for periodic scraping
- Data storage and extraction

Data mining (optical character recognition):

- Basics of OCR technology
- Install and run Tesseract
- Pre-process image to improve OCR results
- Store results for future extraction

### **ABOUT THE TRAINER**

### **KOH WYHOW**

Koh Wyhow is manager of the data science team at Star Media Group Berhad. He focuses on delivering advanced analytics and business intelligence solutions for the organisation like chatbots and image recognition solutions. He has consulted for clients in the airlines, media, property and FMCG industries during his time as a senior consultant at EY's Data and Analytics team.

His core capability is the ability to leverage data analytics to drive business opportunities in areas of customer relationship management (profitability, retention, upsell/cross sell), digital analytics (online behavioural analytics, DMP), visual analytics and enterprise dashboards.

He was one of the data scientists which implemented strategies to run a national data-driven campaign for INVOKE during the 14th General Elections. As an independent learner, he picked up basic Python programming skills after office hours during his days as a Further Mathematics lecturer at a private college. Wyhow holds a BSc in Mathematics from the National University of Singapore.

Predictive analytics:

- Definition of Customer Lifetime Value, decide which algorithm to use
- Pre-process data
- Model selection: Classification, Generalised Linear Model (GLM)
- Interpret results
- Load script into AWS Lambda/GCP Cloud Functions for continuous updates

Interactive agents:

- Define scope: customer service/product enquiry etc.
- Create conversation flow
- Input list of intents and entities
- Link chatbot to BigQuery
- Measure response accuracy rate



Regulation and compliance remains the major challenge to the financial services industry. Billions of dollars are spent every year and compliance remains a major driver of expenditure. The regulatory pressures are not slowing, and new complexity is emerging in the compliance space, from MifiD to PSD2. It is therefore understandable that the RegTech sector is attracting so much industry attention. This programme will examine how RegTech will make it easier for banks to comply with regulation.

There are 2 major themes to RegTech; cost reduction and opportunities to leverage the compliance investment for additional business revenue. Participants will discuss both and the synergies. The programme will begin with an overview of FinTech and how the RegTech ecosystem is accelerating through the adoption of two technology groups; cloud infrastructure and Artificial Intelligence (AI), followed by Big Data and analytics. The programme will conclude with a look into the future of RegTech, how startups are being used by banks for experimentation and investment purposes.

### **PROGRAMME DETAILS**

Date	:1 day
Time	: 9:00 am – 5:00 pm
Venue	: Asian Banking School

PROGRAMME FEES\* RM3,600 AICB Member RM3,900 Non-Member \*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Develop a clear understanding of the FinTech revolution
- Discuss the two major technologies in RegTech Cloud infrastructure and AI
- Be familiar with the disruptive technology landscape and main trends in regulation
- Recognise the principles and user-cases of Artificial Intelligence (AI) and Big Data
- Gain insight into the future of RegTech and its commercial implications

### **TRAINING METHODOLOGY**

Instructor led facilitation using video-based learning, case study discussions, quiz, game and exercises

### **PARTICIPANT PROFILE**

Banking, compliance and FinTech professionals who would like to know more about RegTech from a business perspective. This programme is a business overview and not a complex deep dive into the various technologies. Whilst issues of functionality and application are discussed, there is no need for a programming or an engineering background.

#### Course Opening & Agenda

- FinTech overview
- Regulation landscape in 2018
- FinTech, Regulation & Sandboxes
- Case Study Using A Sandbox

#### FinTech Ecosystem

- OS API's & Blockchain
- RegTech technologies, overview and applications
- Cloud infrastructure and in-line computing
- Smart data cubes
- Cybersecurity
  - » Technical Risks
  - » People Risks
- Al
  - » Defining Al
  - » Different types of Al
  - » Machine vs Brain (limitations of Al)

#### Al Game

- Areas of implementation in RegTech
- Data Science
  - » Defining data sciences
  - » The era of endless data streams
- » Data Risks (5Vs)
- Overview of Big Data user cases for financial services
- The costs and benefits of RegTech
   » How RegTech makes banking safer
- Case Study Cost Reduction Example
- Case Study Commercial Applications
- Startups, VC and delivering on RegTech

Blue Sky Session – 2022; What Will RegTech Look Like? • RegTech business planning

Discussion – How Is Your Organisation Investing in RegTech? An early adopter or reluctant collaboration?

### **ABOUT THE TRAINER**

### PHILIP EDEN

Philip Eden is the EVP (Asia) for Intuition and a Senior Learning Consultant, specialising in capital and wholesale markets. In his EVP role, Philip is responsible for leadership and strategy. As a Senior Learning Consultant, he creates and delivers courses that are aimed at increasing knowledge and enhancing performance in the workplace.

He entered the financial markets in 1979 and has 27 years of front office experience with major banks in London, Sydney, Tokyo and Singapore. His most recent post was as Director of Global Money Markets with CSFB Tokyo and Singapore; and prior to that he was Director and Head of Trading, Rates for UBS Singapore and Chief Dealer for Mitsubishi Bank London. His nearly three decades of experience has covered front office trading and sales, mid office risk functions and back office operations. Philip has direct business know-how of a wide product range including foreign exchange, rates and equities (including hybrids), cash and derivatives (vanilla, structured and exotics).

Philip has provided sales and solutions coverage to both the buy and sell side of major banks and securities firms, large hedge funds, international mutual funds, asset managers, quasi government agencies, multinational firms and pension funds. He has also undertaken two major restructuring projects of non- performing businesses.

Philip was involved in the early implementation of CSFB Primetrade, a FinTech solution (DMA/ECN) for front office trading and sales and had recently developed a set of knowledge programmes aimed at FinTech disruption, FinTech adoption, Agile Thinking, RegTech, and building a FinTech business. Philip currently trains and provides consultancy services for a broad client segment, including major commercial and wholesale banks, regional banks and regulators in Asia. He delivers for a wide range of delegates, from graduates to c-suite.

### LEARNING LEVEL | INTERMEDIATE

BAY

YORKVILLE

### **HOW FINTECH IS IMPACTING BANKING OPERATIONS AND IMPROVING BACK-OFFICE EFFICIENCY**

The FinTech revolution has had a dramatic impact on the financial services industry from the front office (trading systems and algorithms, digital wealth management and robo-advisors) through to middle office and Operations. It is a double-edged sword with a variety of disruptive technologies making their mark on the sector - some threatening and some supporting banking institutions. Traditional banks and other financial institutions that previously had clear advantages are now facing competition. Those previously seen as untouchable are now having to compete with startups that thrive on technological innovation.

This programme has been developed for bank employees with a focus on Operations and the effect FinTech is having on them. It will be looking into technological developments and the impact on the efficiency of back offices to enable participants to increase their knowledge of the industry and assist them in their roles and in planning. It will also look at the developments affecting operational efficiency and the difficulties that banks face, while also covering the history and principles of Blockchain as well as the feasibility of distributed ledger technology within banking and the financial services and in particular, the back office and operations.

### **PROGRAMME DETAILS**

Date : 2 davs : 9:00 am – 5:00 pm Time Venue : Asian Banking School **PROGRAMME FEES\*** RM6.000 AICB Member



16CPD HOURS

AICB

\*Subject to 6% Service Tax per pax

### LEARNING OBJECTIVES

By the end of this programme, participants will be able to:

- Learn about technology and its development in the support functions of banks
- Learn about FinTech trends in Operations
- Understand the current dynamics between FinTechs and Banks
- Gain a good understanding of the architecture and principles of Blockchain (DLT)
- Learn about how Blockchain technology impacts operations

### TRAINING METHODOLOGY

Instructor led facilitation using role plays, case study discussions, quiz, exercises, and hands-on practice

### PARTICIPANT PROFILE

Banking, financial services and FinTech professionals, especially those involved in the planning and operations of back-offices

Technology in Banking

- » Introduction
- » Legacy systems and the problems banks face
- » To replace or develop

The Rise of FinTech

- » What is FinTech
- » How does FinTech work
- » Shifting from B2C to B2B
- » FinTechs Competing with Traditional Banking Services
- » How non-financial institutions are challenging traditional players

FinTechs Working with Banking- Overview of Current Impact and Trends

- » FO
- » MO
- » Risk
- » Compliance

FinTech in Banking Operations

- » Historical development of technology in banking operations
- » Confirmations
- » Settlements
- » Derivative contract settlements
- » Reconciliation
- » Payments
- » Opportunities
- » Challenges

**ABOUT THE TRAINER** 

### PETER CARPENTER (PETE)

Pete has 34 years of financial markets experience with major banks in Singapore, London, Hong Kong, and Stockholm; where he has traded FX, FX Options, Interest Rates and Derivatives, Equities and Equity Derivatives, Fixed Income and Money Market products. He has set up and managed numerous trading teams and in his last role was Regional Treasurer and Head of Capital Markets in Singapore. He is experienced in Risk and Compliance in PB in Asia and in communicating with other Branches and Head Offices that are abroad.

In his various roles, Pete has gained deep experience in most aspects of financial products including market making, proprietary risk, sales, advisory and treasury management. He has trained many traders and held courses for staff and clients. He has experienced many extreme crisis situations, both within his institutions and market wide, where he has had to exhibit deft crisis management and deal with and manage regulators and institutions. He has spent 23 years working in Asia and is experienced in managing situations related to cultural differences. He has also managed teams in other continents remotely.

Artificial Intelligence and machine learning - how it will impact the back office

#### Case Study – TASKSIZE

External FinTech Developments That Aid Banking Efficiency

- » ASX Replacing CHESS with Blockchain technology for all settlement and clearing
- » DTCC moving to Blockchain for all post trade process for all US securities it handles

#### Blockchain

- » Introduction to Blockchain
- » How Blockchain works the main principles
- » The role of consensus in Blockchain

#### Smart Contracts

- » Definition of smart contract
- » Existing technologies
- » Use in Operations
- » Limitations and future developments
- Case Study Ethereum and Ripple
- Summation and trends in Operations the way forward

### **ABOUT US**



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 off¬ers 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 the Cass Business School, City, University of London; University of Cambridge Judge Business School; Frankfurt School of Finance and Management; 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 regional training partner for the Chartered Banker Institute, UK. It plays a significant role in enriching the talent pipeline for the financial services sector through the 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 more information on ABS, please visit www.asianbankingschool.com

### **GETTING TO ABS**

The Asian Banking School (ABS) is conveniently located in Nu Tower 2 in the new business hub of the city, Kuala Lumpur Sentral. Adjacent to Aloft Hotel and next to the NU Sentral Shopping Mall, it is only steps away from Kuala Lumpur Sentral Station, Malaysia's largest transit hub, and a 5-minute walk from the Monorail Station.



### **TRAVELLING TO ABS:**

#### **Option 1:** Travel by car

- Park at NU Tower /
  - Aloft Hotel visitor car park; or
  - Park at NU Sentral

#### **Option 2: Public transportation** (KL Sentral Station)

- KTM Komuter
  - Rapid KL LRT, Monorail, Bus
  - KLIA Transit
  - KLIA Express
- MRT (Muzium Negara Station)

### **CONTACT DETAILS:**

#### Asian Banking School

Level 12, NU Tower 2 Jalan Tun Sambanthan 50470 Kuala Lumpur Sentral Kuala Lumpur, Malaysia Tel : +603-2742 7822 Email : enquiries@asianbankingschool.com Website : www.asianbankingschool.com

## IT BROADENS MY PERCEPTION ON DIGITAL BANKING AS NOT ONLY IS IT FOR THE BUSINESS OR CUSTOMERS BUT ALSO FOR THE MIDDLE AND BACK OFFICE

Participant Digital Banking - Innovation Master Class Trainer: Kew Yoke Ling

For enquiries, please contact:

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