

NO

ASIAN
BANKING
SCHOOL

JANUARY-JUNE

**PUBLIC
PROGRAMMES**

OO



TRAINER WITH GOOD KNOWLEDGE.
RESPONSIVE AND ATTENTIVE.

— *Review by past participant on
ABS Consultant, Shahrul Adzuan Ahmad*

KNOWLEDGEABLE TRAINER,
GOOD CASE STUDIES &
EXCELLENT TIMING.



— *Review by past participant on
ABS Senior Consultant, Lim Guan Chye*





PUBLIC PROGRAMMES

ABS offers industry relevant public 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.

Programmes offered are on a six-month interval, which enable us to review and update our course materials based on a more intuitive understanding of what banks need in this fast-changing dynamic financial services landscape.

While the programmes that you will see here in the following pages are offered for open enrolment, they can also be customized as in-house training to suit the needs of your organization. We also provide a broad spectrum of consultancy services to create tailor-made training programmes that are specifically aligned with your organization's strategic learning requirements.

Please visit www.asianbankingschool.com/our-programmes/public-programmes to find out more details about our programmes.

OUR PUBLIC PROGRAMMES ARE GROUPED INTO THE BANKING AREAS OF:



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

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PROGRAMME CALENDAR FIRST HALF 2018

CONTENTS / PROGRAMME TITLE	LEARNING LEVEL	JAN	FEB	MAR	APR	MAY	JUN
BRANCH MANAGEMENT							
Entrepreneurship in Branch Banking – A Businessman's Approach	Intermediate			12			
Future of Branch Banking with Digitization	Intermediate				16 – 17		
Introduction to Branch Operations Management	Intermediate					14	
COMPLIANCE							
Understanding of Foreign Exchange Administration Rules	Foundation				2		
An Insight Into Foreign Exchange Administration Rules	Intermediate					7 – 8	
Implementing & Managing KYC – A Regulatory Perspective	Intermediate			5 – 6			
Financial Services Act 2013 & BNM Guidelines: The Law & Compliance	Intermediate			13			
International Regulatory Compliance	Advanced					15 – 16	
Trade-Based Money Laundering and Financing of Terrorism	Advanced				23 – 24		
CREDIT							
Financial Decision-Making for Non-Finance Managers	Foundation					7 – 8	
Credit Evaluation – The Approver's Perspective	Intermediate			19 – 20			
Credit Writing & Presentation Skills	Intermediate				9 – 10		
FINANCE / AUDIT							
Alternative Finance: Ecosystem, Prospects and Risks	Intermediate		28				
Bridging the Expectation Gap between Banks and External Auditors	Intermediate						20 – 21
LANGUAGE							
Write Right - Effective Business Writing	Foundation				18 – 19		
MULTI-DISCIPLINES							
Credit Reporting and Operation of Central Credit Reference Information System (CCRIS)	Foundation			21 – 22			

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PROGRAMME CALENDAR FIRST HALF 2018

CONTENTS / PROGRAMME TITLE	LEARNING LEVEL	JAN	FEB	MAR	APR	MAY	JUN
MULTI-DISCIPLINES							
International Investment Position Reporting Through External Assets And Liabilities Information System (EALIS)	Foundation			8		31	
Cash Balance of Payments Statistical Reporting through External Sector Statistics - Data Submission System	Intermediate			8			
PROFESSIONALISM & ETHICS							
Introduction to Ethics in Banking	Foundation			1			
Ethics in Banking for Managers	Intermediate					3	
RELATIONSHIP MANAGEMENT							
Creating A Branded WOW Customer Experience	Foundation			14 – 15			
Moving out of Drama: The Art of Conflict Resolution Within a Bank and for a Customer	Foundation			12 – 13			
Valuing Diversity: Managing Customers with Disabilities	Foundation				5		
Business Identification and Account Management for a Relationship Manager	Intermediate				3 – 4		
Managing Difficult Customers and Service Recovery	Intermediate					9 – 10	
Win Back Lost Customers	Intermediate				25 – 26		
SOFT SKILLS							
“Why Do Tigers Have Stripes” – A Reflection on Personal Effectiveness	Intermediate			27			
An Insight into Behavioural Finance – A Banker’s Perspective	Intermediate			26			
DISCovering Personality to Strengthen Working Relationship	Intermediate				18 – 19		
TRANSACTION BANKING							
An Insight into Trade Finance	Intermediate						25 – 26
Cash Management – Revisiting Concepts and Addressing New Themes	Intermediate			28 – 29			
TREASURY & CAPITAL MARKETS							
Derivatives: Accounting and Risk Management (Including Hedge Accounting)	Intermediate						27 – 28
Derivatives: Mechanics, Valuation and Applications	Intermediate			21 – 22			
WEALTH MANAGEMENT							
Asset Management	Intermediate						25 – 26

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ENTREPRENEURSHIP IN BRANCH BANKING — A BUSINESSMAN'S APPROACH

7 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

Much has been said about having leadership and managerial skills in managing branch business. It is more important than ever now for the branch manager to think and act more like a successful business person in order to have a better competitive edge.

LEARNING OBJECTIVES

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

- Apply entrepreneurship and leadership skills in branch banking business
- Appreciate behavioural finance to manage yourself, your staff and customers more effectively
- Relate the changes in the financial landscape to your own business environment

TRAINING METHODOLOGY

Slides presentation, interactive discussions, quiz, video, and sharing of practical experience and best practices

PARTICIPANT PROFILE

- Potential and existing branch managers
- Team leaders

PROGRAMME DETAILS

DATE : 12 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,100	RM1,400

*PER PAX

PROGRAMME OUTLINE

Managing Yourself

- The Balancing Act
- Leadership styles – Best fit for maximum impact
- Entrepreneurship in banking – Branch Manager as “CEO” of the branch
- Introduction to behavioural finance
- Briggs-Myers Psychometric Personality Test

Managing Your Staff

- Managing expectations
- Practical decision-making
- 5-step process to improve critical thinking
- Understanding the generation gap among the millennials

Managing Your Environment

- SWOT Analysis
- Market intelligence and getting ahead of the game
- FINTECH – Boon or Bane?

ABOUT THE TRAINER

LIM GUAN CHYE

Senior Consultant, Asian Banking School

Lim Guan Chye is an in-house specialist training consultant at the Asian Banking School. He has 35 years of experience in the banking industry as well as at senior management levels in commercial organizations.

Over a 25-year period, his banking experience included operations, marketing, credit processing, the legal aspects of lending and branch management. He has extensive exposure in lending to various industries and sectors including property development, manufacturing, trading and palm oil refining. After his stint in banking, he joined the commercial sector and worked for 10 years with various companies including public listed companies, property developers, legal practices as well as private firms in various areas involving finance, human resources, marketing, risk and general management.

Guan Chye holds a Bachelor's degree in Analytical Economics (Second Class Upper Honours) from the University of Malaya and is a Certified Credit Professional (CCP), as well as a certified trainer (TTT) with extensive training and speaking engagement experience. He is the author of "What Every Entrepreneur ought to know about Business and Banking" - A Practical Approach.

FUTURE OF BRANCH BANKING WITH DIGITIZATION

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

This intermediate programme is designed to help mid-level and senior executives understand and appreciate the changing face of branch banking, and to gain an overview of Regulatory Technology (Reg Tech) and what it does to help banks achieve compliance

LEARNING OBJECTIVES

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

- State at least 5 perspectives on what the bank branch of the future would look like
- Know the 3 main reasons why customers still prefer to do banking at the branch despite digitalization
- Understand at least 3 advantages of online banking as compared to banking at a branch
- Learn the 3 branch concepts that have emerged over the years
- List the 7 areas for branch transformation
- Appreciate 3 new approaches in performing Know Your Customer (KYC) and the application of RegTech in account opening

TRAINING METHODOLOGY

Interactive lectures, group discussion, group activities and presentation, and video presentations

PARTICIPANT PROFILE

Branch and retail banking staff, and those interested to learn about branch banking

PROGRAMME DETAILS

DATE : 16 – 17 APRIL 2018

TIME : 9:00 AM – 5:00 PM

VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

Branch Banking

- Definition & relevance

Bank Branch of the Future

- Perspectives
- Importance of banking technology to stay ahead of competition

Reasons customers still visit the branch to do banking

Advantages of online banking vs. banking at a branch

Areas for Branch Transformation

- Revamp the branch channel
- Adopt a customer-centric approach
- Automate processes
- Empower branch staff
- Standardize data
- Adopt emerging technologies (digitized branch)
- Omnichannel banking

Branch Concepts

- The Digitized Branch
- The Experiential Branch
- The Minimalist Branch

Know Your Customer (KYC) & Reg Tech

ABOUT THE TRAINER

SOO CHEE SEANG

Josh Soo Chee Seang has 31 years of broad banking experience and has held various senior positions, including Sales and Operations Manager, Branch Manager, and Head of Channels Process Management. In his banking career, Josh has been involved in foreign exchange/ money market settlement and reconciliation, trade finance marketing and operations, branch banking/management and training. In his role as Head of Channels Process Management with UOB, he engaged with various stakeholders and carried out various initiatives to optimize and rationalize the bank processes to stay ahead of the competition. Josh holds a Bachelor's Degree in Economics Majoring in Statistics from the University of Malaya.

INTRODUCTION TO BRANCH OPERATIONS MANAGEMENT

7 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

This programme focusses on the key areas of managing branch operations for participants who have been earmarked for a branch management position. It covers the essentials and various responsibilities that a Branch manager needs to know. Acting as a custodian of assets of the organization, participants will be introduced to good governance, ethics and regulatory compliance, and controls. Participants will also learn how to manage branch operations efficiently from the angles of customer service excellence, operational risk, fraud detection and prevention in the branch.

LEARNING OBJECTIVES

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

- Administer branch operations with purpose and efficiency
- Relate compliance and operational risk to the branch and organization
- Appreciate the key components in the branch's Profit and Loss accounts
- Scale up customer service for success
- Appreciate fraud implications and prevention in the Branch

TRAINING METHODOLOGY

Sharing best market practices, practical experience, group discussion, videos, exercises, case studies, success stories and quizzes

PARTICIPANT PROFILE

Senior executives and potential Branch Managers

PROGRAMME DETAILS

DATE : 14 MAY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,100	RM1,400

*PER PAX

PROGRAMME OUTLINE

Branch Administration and Operation Efficiency

- Resource planning and capacity management
- Championing operation readiness and support

Compliance – Ethics, Regulatory, Internal Controls and Audit

- Ethics, regulatory and its implications
- Operational risk and internal control in the branch
- Audit process and purpose

Scaling up Customer Service for Success

- Have a winning mindset
- The spinoff effects of service excellence

Fraud Awareness and Prevention at the Branch

- What is financial fraud?
- Types of fraud
- Why do people commit fraud?
- Fraud prevention and detection
- Implications and impact of fraud

ABOUT THE TRAINER

LEW TAW FONG

Senior Consultant, Asian Banking School

Lew Taw Fong started his banking career with Maybank where he worked for 32 years holding various key positions including Branch Manager, Regional Trainer and Facilitator, Head of Trade Finance and Chief Operating Officer based in Maybank Hong Kong. Upon his retirement, Lew then went on to be a Group Organisational Trainer for the Maybank Training Academy. His areas of training programme expertise during the five years there included Branch Banking Operations, Introduction to Trade Financing, AMLA/CTF, Central Credit Reference Information Search (CCRIS), Fraud Detection and Prevention, Covenants and Credit Support, Security and Loan administration, Introduction to Credit for Consumer Sales Executive, Line and Middle Managers, and System Work Flow for Mortgage and Investment Loans.

Lew holds a Bachelor's Degree in Business Administration, majoring in Management from the University of Ottawa, Kansas, US. He is a certified Manager Trainer from the Singapore Institute of Management and a certified HRDF trainer. He was also the Master Trainer for the Microfinance Training for Practitioners 2017, organized by the Asian Banking School jointly with Bank Negara Malaysia and the World Bank Group.

UNDERSTANDING OF FOREIGN EXCHANGE ADMINISTRATION RULES

7 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

This introductory course covers the overall framework of the Foreign Exchange Administration Rules and the legal provisions relating to it including the new terminologies in the new Notices covering Directives to Financial Institutions on the general and specific operational requirements

LEARNING OBJECTIVES

By the end of the programme, participants will be able to understand the overall framework of the Foreign Exchange Administration Rules of Malaysia

TRAINING METHODOLOGY

Illustrative diagrams for better understanding, interactive group discussions and sharing of practical experience

PARTICIPANT PROFILE

All bank executives

PROGRAMME DETAILS

DATE : 2 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM500

NON-MEMBER

RM500

*PER PAX

PROGRAMME OUTLINE

Introduction and Overview of Foreign Exchange Administration Rules

Legal Provisions Relating to the Foreign Exchange Administration

New Terminologies under New Notices

Foreign Exchange Administration Notices

- **Notice 1** – Dealings in Currency, Gold and other Precious Metals
- **Notice 2** – Borrowing and Guarantee
- **Notice 3** – Investment and Foreign Currency Asset
- **Notice 4** – Payment
- **Notice 5** – Security, Islamic Security, Financial Instrument or Islamic Financial Instrument
- **Notice 6** – Import and Export of Currency
- **Notice 7** – Export of Goods

Definitions

Directions to Financial Institution

- General Operational Requirements
- Specific Operational Requirements

ABOUT THE TRAINERS

Officers of Foreign Exchange Administration Department, Bank Negara Malaysia

AN INSIGHT INTO FOREIGN EXCHANGE ADMINISTRATION RULES

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

This intermediate programme covers the prudential measures of Bank Negara Malaysia to support the overall macroeconomic objective in maintaining monetary and financial stability in Malaysia. The continuity to maintain liberal Foreign Exchange Administration Rules are covered under the Notices to support and enhance the competitiveness of the economy for trade, business and investment activities.

LEARNING OBJECTIVES

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

- Relate to the foreign exchange administration policy and its rationale
- Identify the main responsibilities of banks in ensuring compliance with Foreign Exchange Administration Rules

TRAINING METHODOLOGY

Interactive group discussions, case studies and sharing of practical experience

PARTICIPANT PROFILE

All middle to senior-level bank executives

PROGRAMME DETAILS

DATE : 7 – 8 MAY 2018

TIME : 9:00 AM – 5:00 PM

VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

Introduction and overview of Foreign Exchange Administration Rules

Legal provisions relating to the Foreign Exchange Administration Rules

Reserve and liquidity management, and explanation on the regulatory system to channel back inflows and to control outflows

Foreign Exchange Administration Notices

- **Notice 1** – Dealings in Currency, Gold and Other Precious Metals
- **Notice 2** – Borrowing and Guarantee
 - Exercises on 6 scenarios of borrowing
 - Group discussion on when a non-resident borrows Ringgit from another non-resident
- **Notice 3** – Investment and Foreign Currency Asset
 - Group discussion on a bank's precautionary measures prior to effecting payment abroad for purpose of investment by residents
 - Compliance of FEA Rules with regards to supplier's guarantee
 - Case study on multi foreign currency account with a licensed onshore bank
- **Notice 4** – Payments
 - Group discussion on external account holder obtaining Ringgit facilities from a resident entity
 - Group discussion on the remittance of foreign currency by a resident entity to settle the holding company's loan account
- **Notice 5** – Securities, Islamic Securities, Financial Instruments or Islamic Financial Instruments
- **Notice 6** – Import and Export of Currency
- **Notice 7** – Export of Goods
 - Group discussion on non-receipt of export proceeds for more than 6 months

Dealings with Specified Persons and in Restricted Currencies

- Definitions of specified person and in restricted currencies

Directions to Financial Institutions

- General Operational Requirements
 - Establish internal control and procedures to ensure compliance
- Specific Operational Requirements
 - Use only reference rate fixed onshore as reference rate for pricing of any FX contracts involving Ringgit
 - Sighting of documentary evidence for all forward contracts based on the principle of customer's due diligence
 - Sighting of documentary evidence before maturity date of forward contract based on firm commitment or anticipatory basis
 - To designate external account clearly

ABOUT THE TRAINER

SHAHRUL ADZUAN AHMAD

Consultant, Asian Banking School

Shahrul Adzuan Ahmad has 27 years of working experience in the banking sector, with 24 of those years in training and development at several banking institutions. He started his career in banking in 1990 as a Branch Officer when he joined Maybank Finance Berhad.

He then went on to join EON Finance Bhd in 1993 as a Training Officer, which then marked the start of his training and development career. In 2004, he became a trainer at EON Bank Bhd where he conducted technical and non-technical programmes. His last position prior to joining the Asian Banking School was with United Overseas Bank (Malaysia) Berhad where he was involved in numerous bank-wide training initiatives and programmes, with Foreign Exchange Administration (FEA) Rules being one of the key training programmes he conducted. Other training programmes delivered during his years with the banks include Exchange Control Notices of Malaysia (ECM), AML/CFT related programmes, credit-related programmes, Leadership Development and soft-skills programmes. He also developed new training programmes and reviewed training content for improvement and enhancement, as well as coordinated and administered the internal AML/CFT e-learning programmes.

Shahrul holds a Diploma in Banking Studies from Institut Teknologi Mara (now known as Universiti Teknologi Mara) and a Bachelor's Degree (Sc.) in Human Resource Development from Universiti Teknologi Malaysia. He is also a Certified Training Professional (CTP) and DiSC - Certified Behavioural Consultant (CBC).

IMPLEMENTING & MANAGING KYC — A REGULATORY PERSPECTIVE

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

This course will provide participants with an insight into the implementation and management of KYC and what is required under current regulatory and good business practice requirements

LEARNING OBJECTIVES

By the end of the programme, participants will be able to have a full understanding of KYC, its importance, its implementation and its management to meet legal and regulatory requirements and expectations

TRAINING METHODOLOGY

Lectures and workshop-styled discussions

PARTICIPANT PROFILE

Senior management, compliance officers, credit officers in business and corporate banking and finance, business lines, regulators and supervisors

PROGRAMME DETAILS

DATE : 5 – 6 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,200	RM2,700

*PER PAX

PROGRAMME OUTLINE

Introduction

- Laws, new techniques and recent cases of Money Laundering and Financing of Terrorism
- Global compliance issues
 - International initiatives (including the United Nations, World Bank and IMF, FATF and its regional groups)
 - The “40 + 9” FATF recommendations (and the 2012 revised recommendations)
 - Globalisation and the need for international regulation and cooperation
 - Cost of non-compliance

Definition, objectives and uses of KYC

- The history and rationale of the KYC requirement
- Definition of a customer/client
- Developing the customer’s transaction profile
- Uses and effectiveness of KYC application in businesses

KYC standards and regulatory requirements

- The legal and regulatory framework
- Compliance programme
- Customer acceptance policy
- Conducting Customer Due Diligence (CDD) and Enhanced Customer Due Diligence (ECDD)
- Ongoing Monitoring
- The role of:
 - Directors and senior management
 - Supervisors and managers
 - Auditors
 - Employees
- Dealing with regulators and supervisors

Application of KYC

- The AML policy and procedures, guidelines or manual
- Guidelines for opening accounts and establishing and terminating relationships
- Conducting Customer Due Diligence (CDD)
- Conducting Enhanced Customer Due Diligence (ECDD)

Procedure for customer identification and verification

- Identification procedure at different stages
- Establishing business relationship
- When carrying out a financial transaction
- Customer research and verification
- When the authenticity, veracity or adequacy of previously obtained customer identification data is in doubt
- Proof of identity – establishing identity and establishing present address
- Developing the customer’s profile
- KYC for existing account-holders
- Confidentiality of information collected and data protection under KYC

Specific identification issues

- Minor accounts
- Trust, nominee and fiduciary accounts
- Joint accounts and mandates
- Corporate issues such as beneficial owners, controllers, use of Special Purpose Vehicles (SPVs)
- Introduced business and Third Party Intermediaries
- Including client accounts opened by professional intermediaries
- Politically exposed persons (PEPs), their relatives and close associates
- Non-face-to-face customers (example, through online, mobile, internet and electronic channels)

Workshop A

- *How to conduct CDD or ECDD for individual customers and small businesses and how to develop these customers’ profiles.*

Workshop B

- *How to conduct CDD or ECDD for corporate customers and trusts/nominees accounts and how to develop these customers’ profiles.*

Adopting a risk based approach

- Requirements under the legal framework
- Assessing vulnerabilities and risk
- Full KYC vs. Risk-based KYC
- Why and when to conduct CDD and ECDD
- When to implement increased or reduced KYC requirements

Constructing the AML and KYC framework

- Group policies
- Risk assessments
- Roles and responsibilities
 - Board of directors, senior management, audit, the MLRO/Chief Compliance Officer, the compliance function, HR, training, risk, IT and other critical departments managers and supervisors, business lines and all employees
- Requirement of corporate governance and integrity of all employees
- Training and awareness
- Monitoring and record keeping
- Reporting requirements – Threshold reporting and Suspicious Transaction Reporting (STR)
- Dealing with the authorities and enforcement agencies
- Audit
- Management Information (MI) and oversight

Implementing and managing the total KYC

- Rationale and cost of implementing and managing total KYC
- Uses and benefits of KYC

Real life case-studies of KYC management

- KYC failures and success
- Ways to prevent such failures
- Tips for successful implementation and management of KYC
- Meeting and exceeding expectations of regulators and other stakeholders

Workshop A

- *Avoiding KYC Failures*

Workshop B

- *How to implement and manage total KYC within one's institution and yet remain profitable*

ABOUT THE TRAINER

DATIN LEE MEI PHENG

Datin Dr Lee is presently a senior partner, banking law consultant and practitioner at Detta Samen & Co Advocates, one of the most established law firms in Sarawak. She is an Advocate and Solicitor of the High Court in Malaya and an Advocate of the High Court in Sabah and Sarawak. Besides her continuing law practice, she is a Fellow of the Law Faculty, University of Malaya in Kuala Lumpur and had served at OCBC Bank in Malaysia as Head of their Legal department and Assistant Vice President, Kuching Branch in Sarawak for ten years. Since 1984, she has been a leading consultant and lecturer for banks and financial institutions, regulators, large corporations locally and internationally in many areas of banking and finance laws, Islamic banking and finance law, fraud, anti-money laundering and anti-terrorism financing, banking operations, credit, offshore banking, regulations and compliance. She lectures internationally and is presently a Course Director for EUROMONEY Training in Hong Kong.

Datin Dr Lee holds a Doctor of Philosophy (Laws) from the University of Liverpool, England, specialising in Banking and Finance Law, and her PHD research was on banking fraud. She holds an LLB First Class Honours degree from the University of Malaya, and since the year 2000, has been an Adjunct Associate Professor, Faculty of Law at the Bond University, Queensland, Australia. Datin Dr Lee resides in the Gold Coast in Australia and lectures post-graduate law subjects in that country on various areas of International Banking and Electronic Banking Law subjects. She is a Fellow of the Financial Services Institute of Australasia and Tim Fischer Centre for Global Trade & Finance, as well as a Member of the Law Advisory Board, Bond University, Australia.

She was one of the first to be awarded an Associate Fellow of the Institute of Bankers, Malaysia (now known as Asian Institute of Chartered Bankers or AICB); having served as chief examiner for law subjects since 1985 and in recognition for her vast contributions in publishing, examinations and training for AICB for more than twenty-seven years. Her many other professional contributions include being a consultant, commissioned author and editorial reviewer, and specialist for LexisNexis, AICB and Oxford publications related to Banking Law and Practice and Banking and Finance statutes, an External Assessor for Business law and Company Law, Wawasan Open University, Penang, Malaysia and author of many publications.

FINANCIAL SERVICES ACT 2013 & BNM GUIDELINES: THE LAW & COMPLIANCE



LEARNING LEVEL : **INTERMEDIATE**

To regulate the financial service providers, Financial Services Act 2013 (FSA) was introduced to ensure that bankers operate within the laws/regulations and not abuse the banking system. This course will describe the legislative restrictions and requirements imposed under the FSA and BNM Guidelines. In addition, the course covers practical examples of penalties imposed on employees in the banking industry for non-compliance.

Participants will be shown how to distinguish the purpose and application of FSA and Bank Negara Guidelines in safeguarding the interest of financial institutions. Participants will also gain knowledge on the full extent of Bank Negara Malaysia powers of control and regulating the financial service providers.

LEARNING OBJECTIVES

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

- Describe the legislative restrictions and requirements imposed on financial institutions under the FSA and penalties for non-compliance
- Distinguish the purpose and application of these provisions in safeguarding the interest of financial institutions
- Gain full knowledge of the extent of Bank Negara Malaysia's powers of control and how they regulate the financial service providers

TRAINING METHODOLOGY

Combination of lectures, exercises and case studies to ensure that the participants derive the maximum learning benefits

PARTICIPANT PROFILE

All employees of financial institutions who are interested in the mechanism of the Financial Services Act 2013 and relevant BNM Guidelines

PROGRAMME DETAILS

DATE : 13 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,100	RM1,400

*PER PAX

PROGRAMME OUTLINE

- Introduction to Financial Services Act 2013
- Illegal Deposit Taking
- Limitation in Finance Minister's Powers
- Duties of Secrecy & Permitted Disclosure
- Corporate Governance & Transparency Requirements
- Ownership, Control & Transfer of Business
- Financial Groups
- Offences Relating to Entries in Books & Documents
- Business Conduct, Complaints, Disputes etc.
- Restriction of Credit Facilities to A Single Counterparty
- The Full Extent of BNM Powers of Supervision, Investigation, Search, Seizure & Prosecution for Offences & Non-Compliance
- Prohibited Conduct in Money Market & Foreign Exchange Market
- Direction of Compliance by BNM and its Powers to Issue Guidelines
- Credit Transactions and Exposure with Connected Parties
- BNM Code of Ethics & its Relevance

ABOUT THE TRAINER

VIJAYARAJ R KANNIAH

Vijayaraj R Kanniah is the Managing Partner of Messrs Sheila Hussain Vijay & Partners, a law firm specialising in banking. He is also the Managing Director and Principal Trainer at Visioon Business Solutions Sdn Bhd. Vijayaraj is an Advocate & Solicitor with the High Court of Malaya and remains active as a legal consultant, practitioner and trainer in the areas of credit, banking operations, corporate governance, anti-money laundering and anti-terrorism financing, and other legal compliance areas with various banks, financial service providers, enforcement agencies and corporations within the region.

He was formerly a banker for 12 years with extensive exposure in banking operations, commercial and corporate lending. He was also a former tutor with the Open University of Malaysia for their undergraduates and a former national and state sportsman. A double scholar of Malayan Banking Berhad and the Malaysian Hockey Confederation, Vijayaraj remains an active member of the Malaysian Bar Council, Asian Institute of Chartered Bankers, Malaysian Institute of Chartered Secretaries and Administrations, Malaysian Insurance Institute and International Compliance Association.

Vijayaraj holds a Master of Law (LLM) from the University of Malaya. He has a Bachelor of Law (LLB) from the University of London, Bachelor of Social Science from the University of Science, Malaysia and ICOSA from the Malaysian Institute of Chartered Secretaries and Administration. He also holds an Advanced Certification in AML/CFT jointly awarded by the Institute of Bankers Malaysia and International Compliance Association, in collaboration with the University of Manchester Business School. He holds several professional qualifications including a Certificate in Legal Practice, Certified Credit Professional, Certified Credit Professional – Islamic, Certificate in Life Insurance and Investment Link.

INTERNATIONAL REGULATORY COMPLIANCE

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **ADVANCED**

This is an advanced workshop on International Regulatory Compliance which critically analyses and evaluates the purpose and need for international regulatory compliance, from the banker's perspective, to ensure a robust compliance programme within a stable and sound financial system

LEARNING OBJECTIVES

By the end of the programme, participants will:

- Understand the global regulation of and current issues affecting the financial system and the banking industry
- Be updated on international initiatives, significant trends and current regulatory compliance issues
- Be able to safeguard their respective bank's global, regional and domestic business interest; whilst meeting international regulatory requirements and expectations
- Acquire skills and techniques in minimising risks arising from legal and regulatory non-compliance

TRAINING METHODOLOGY

Lectures and workshop-styled discussions

PARTICIPANT PROFILE

Senior management, compliance officers, credit officers in business, corporate banking and finance, business lines, regulators and supervisors

PROGRAMME DETAILS

DATE : 15 – 16 MAY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,500	RM3,000

*PER PAX

PROGRAMME OUTLINE

Introduction

- Banking and the rule of law
- Harmonising and integrating financial regulation and supervision
- Four pillars in the framework of integrated regulation
 - Licensing
 - Capital
 - Risk-based supervision
 - Corporate governance

The Global Regulatory Framework

- Introduction to international financial systems
- International regulators
- International Standards and Best Practices

An Update on International Regulatory Compliance

- Global financial crisis
 - Lessons learnt
 - Regulations and compliance
- Financial crimes
 - Lessons learnt
 - Regulations and compliance
- International and regional cases of non-compliance

Workshop: Lessons learnt from cases of non-compliance – Detection and Prevention

The Control Function

- Risk Management
 - Risk management framework and practices
 - Internal controls
 - Integration of risk management into culture and business operations of banks

- Risk Governance and Corporate Governance
- Internal Audit
 - Function in compliance
- Compliance

Requirements and Expectations of Regulators on Compliance

- Bank's Group Policy and Compliance Programme
 - BNM's policy document, "Compliance" (BNM/RH/PD 028-9)
 - International Regulatory Requirements and Expectations on assessment of adequacy of Bank's compliance policies, procedures and practices
 - Board and Senior Management leading by example
 - Expectations on Board and Senior Management to oversee and ensure effective management of compliance risk
 - Expectations on Business Lines and Employees
 - Establishing a strong compliance and ethical culture
- Business vs. Compliance?
 - Impact of Compliance on Bank's Business
 - Cost of Compliance & Cost of Non-Compliance
 - International Cases of Non-Compliance and Lessons Learnt
 - Conclusion – Business with Compliance

Workshop: Meeting Regulators' Requirements and Expectations and Carrying on Banking Business with Compliance

ABOUT THE TRAINER

DATIN LEE MEI PHENG

Datin Dr Lee is presently a senior partner, banking law consultant and practitioner at Detta Samen & Co Advocates, one of the most established law firms in Sarawak. She is an Advocate and Solicitor of the High Court in Malaya and an Advocate of the High Court in Sabah and Sarawak. Besides her continuing law practice, she is a Fellow of the Law Faculty, University of Malaya in Kuala Lumpur and had served at OCBC Bank in Malaysia as Head of their Legal department and Assistant Vice President, Kuching Branch in Sarawak for ten years. Since 1984, she has been a leading consultant and lecturer for banks and financial institutions, regulators, large corporations locally and internationally in many areas of banking and finance laws, Islamic banking and finance law, fraud, anti-money laundering and anti-terrorism financing, banking operations, credit, offshore banking, regulations and compliance. She lectures internationally and is presently a Course Director for EUROMONEY Training in Hong Kong.

Datin Dr Lee holds a Doctor of Philosophy (Laws) from the University of Liverpool, England, specialising in Banking and Finance Law, and her PHD research was on banking fraud. She holds an LLB First Class Honours degree from the University of Malaya, and since the year 2000, has been an Adjunct Associate Professor, Faculty of Law at the Bond University, Queensland, Australia. Datin Dr Lee resides in the Gold Coast in Australia and lectures post-graduate law subjects in that country on various areas of International Banking and Electronic Banking Law subjects. She is a Fellow of the Financial Services Institute of Australasia and Tim Fischer Centre for Global Trade & Finance, as well as a Member of the Law Advisory Board, Bond University, Australia.

She was one of the first to be awarded an Associate Fellow of the Institute of Bankers, Malaysia (now known as Asian Institute of Chartered Bankers or AICB); having served as chief examiner for law subjects since 1985 and in recognition for her vast contributions in publishing, examinations and training for AICB for more than twenty-seven years. Her many other professional contributions include being a consultant, commissioned author and editorial reviewer, and specialist for LexisNexis, AICB and Oxford publications related to Banking Law and Practice and Banking and Finance statutes, an External Assessor for Business law and Company Law, Wawasan Open University, Penang, Malaysia and author of many publications.

TRADE-BASED MONEY LAUNDERING AND FINANCING OF TERRORISM

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **ADVANCED**

This is an advanced workshop on Combating Trade-Based Money Laundering and Financing of Terrorism

LEARNING OBJECTIVES

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

- Understand and identify the risks and vulnerabilities of a banks' trade systems being misused and abused by Trade-Based Money Laundering and Financing of Terrorism (TBML/FT)
- Attain enhanced understanding of TBML/FT
- Stay current on emerging schemes and updated TBML/FT technology
- Improve abilities to tackle the risks and to combat TBML/FT

TRAINING METHODOLOGY

Lectures and workshop-styled discussions

PARTICIPANT PROFILE

Senior management, compliance officers, credit officers in business, corporate banking and finance, business lines, regulators and supervisors

PROGRAMME DETAILS

DATE : 23 – 24 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,500

NON-MEMBER

RM3,000

*PER PAX

PROGRAMME OUTLINE

The International Trade System

- Definition and nature of Trade-Based Money Laundering
- The problem internationally and why it is important to combat TBML/FT
- Inherent vulnerabilities
- Methods and trends
- Analysis of techniques and TBML/FT schemes
- Challenges and concerns

Detecting and Mitigating TBML/FT Risks

- Identifying suspicious activities related to trade transactions
- Detection in a risk-based manner
- TBML/FT typologies and red flag indicators
- New and emerging trends and patterns
- Case studies

Workshop

- *How TBML/FT works*
- *Identifying suspicious and unusual activities related to trade transactions*

Legal Framework and International Standards

- Key laws in the United States – Bank Secrecy Act, Money Laundering Control Act and the Patriot Act

- Role of leading international organizations, regulators and agencies
- Global TBML/FT programme
- Best Practices on Trade-Based Money Laundering
 - FATF's best practices paper & recommendations

Combating TBML/FT in the Handling of Trade Finance Activities

- Bank's system, policies, procedures and processes
- Managing risks associated with trade finance activities
- Identifying suspicious or unusual activities
- Monitoring trade finance activities
- Reporting suspicious activities
- Meeting CDD, record keeping, monitoring and reporting obligations
- Providing AML training to bank's global trade services departments and personnel
- Bank's role and responsibilities in tackling TBML/FT and the way forward

Workshop

- *Incorporating Best Practices into the Bank's AML/CFT Compliance Programme*
- *Developing and Enhancing the Bank's AML/CFT Compliance Programme to manage the risks of and to combat TBML/FT*

ABOUT THE TRAINER

DATIN LEE MEI PHENG

Datin Dr Lee is presently a senior partner, banking law consultant and practitioner at Detta Samen & Co Advocates, one of the most established law firms in Sarawak. She is an Advocate and Solicitor of the High Court in Malaya and an Advocate of the High Court in Sabah and Sarawak. Besides her continuing law practice, she is a Fellow of the Law Faculty, University of Malaya in Kuala Lumpur and had served at OCBC Bank in Malaysia as Head of their Legal department and Assistant Vice President, Kuching Branch in Sarawak for ten years. Since 1984, she has been a leading consultant and lecturer for banks and financial institutions, regulators, large corporations locally and internationally in many areas of banking and finance laws, Islamic banking and finance law, fraud, anti-money laundering and anti-terrorism financing, banking operations, credit, offshore banking, regulations and compliance. She lectures internationally and is presently a Course Director for EUROMONEY Training in Hong Kong.

Datin Dr Lee holds a Doctor of Philosophy (Laws) from the University of Liverpool, England, specialising in Banking and Finance Law, and her PHD research was on banking fraud. She holds an LLB First Class Honours degree from the University of Malaya, and since the year 2000, has been an Adjunct Associate Professor, Faculty of Law at the Bond University, Queensland, Australia. Datin Dr Lee resides in the Gold Coast in Australia and lectures post-graduate law subjects in that country on various areas of International Banking and Electronic Banking Law subjects. She is a Fellow of the Financial Services Institute of Australasia and Tim Fischer Centre for Global Trade & Finance, as well as a Member of the Law Advisory Board, Bond University, Australia.

She was one of the first to be awarded an Associate Fellow of the Institute of Bankers, Malaysia (now known as Asian Institute of Chartered Bankers or AICB); having served as chief examiner for law subjects since 1985 and in recognition for her vast contributions in publishing, examinations and training for AICB for more than twenty-seven years. Her many other professional contributions include being a consultant, commissioned author and editorial reviewer, and specialist for LexisNexis, AICB and Oxford publications related to Banking Law and Practice and Banking and Finance statutes, an External Assessor for Business law and Company Law, Wawasan Open University, Penang, Malaysia and author of many publications.

FINANCIAL DECISION-MAKING FOR NON-FINANCE MANAGERS

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING LEVEL : FOUNDATION

One of the most important aspects of determining the credibility of customers is the ability to assess financial performance and financial stability. This programme will encompass basic understanding of accounting principles, comprehensive financial position and how to perform quantitative financial analysis on financial position for panel and credit decisions.

LEARNING OBJECTIVES

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

- Describe the basic knowledge of the accounting doctrines, principles and policies in financial accounting
- Identify the main components and content of the comprehensive financial position including cash flow statements
- Analyse the comprehensive financial position to support credit management and decision-making
- Link financial position ratios to credit risks issues
- Identify red flags and creative accounting that may make the company financials look good and strong
- Assess the impact of the management, capability of the organization, industry conditions and business factors that may affect the company's business
- Interpret the financial ratio and write a good credit report to support decision making

TRAINING METHODOLOGY

Lectures, case studies and presentation of findings are used to generate active participation, interactive discussions and the sharing of ideas and experiences

PARTICIPANT PROFILE

Finance and Non-Finance personnel

PROGRAMME DETAILS

DATE : 7 – 8 MAY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM1,900

NON-MEMBER

RM2,400

*PER PAX

PROGRAMME OUTLINE

General Accounting Principles and Policies

- Types of Accounting Reporting and users
- The basis that the financial report is being drawn up on
- Importance of compliance and exception in financial position reporting

Understanding Financial Statements

- Components, fundamentals of financial position and comprehensive income statement
- Fundamentals of the cash flow statement
- Limitation of financial position statement

Quantitative Analysis of Financial Position

- Characteristics of a good financial analysis
- Understanding the organization's business
- Financing structure and needs
- Critical assessment of the financial position with use of ratio analysis
- Practical aspects of financial position analysis
- Practical aspects of income statement analysis
- Practical aspects of cashflow analysis
- Practical aspects of creative accounting
- Risks in financial ratios and mitigations

Qualitative Aspects of Financial Position Analysis

- Management team and shareholders
- Market, industry and qualitative factors affecting the company's business
- Business, competition, industry and demand risks

Credit Report Writing for Decision Making

- Standard format
- Components of good credit report writing
- Effective writing skills of a credit report
- Recommendation and conclusion

ABOUT THE TRAINER

PAUL CL CHAN

Paw Training & Consultancy

Paul CL Chan has vast industry experience accumulated over 18 years of working at two foreign financial institutions and a local bank. He brings with him knowledge gained in the sales and marketing of consumer and commercial loans, banking payment operations, corporate customer service centre and human resources. He also has more than 9 years' experience as a full time Credit trainer, soft-skill management trainer and Head of Training.

Prior to joining the financial industry, Paul was attached to a government statutory authority for more than 4 years as a Marketing Officer. He has also lectured in higher institutions of learning for 2 years in marketing, management and accounting subjects. While in banking, Paul was the regional trainer for credit and marketing programmes for Thailand and Indonesia. He also conducted NLP training in communication skills in Singapore, gave motivational talks at sales conventions for the Consumer and Commercial division in Malaysia and at sales conventions for a bank in Indonesia. Paul was the Mentor/Coach/Trainer for 13 batches of the Credit Management Graduate Trainee Programme, and Management Associate and Sales Management Trainees Programme. Paul has also been a speaker for the Institute of Bankers Malaysia (now known as the Asian Institute of Chartered Bankers) and a guest speaker for INTAN and KTAR.

During his time as Head of Training, Paul was fully involved in the designing, developing and implementing of a Competency Assessment, competency courses and modules, and implementing the PeopleSoft Human Resource Self Service learning modules in the Human Resource Management System. He was also involved in designing and implementing the 360-Degree Assessment and Competency Levelling.

Paul holds a BBA (Hons) and MBA (UM), and is pursuing a PhD with Asia e-University. He is Train-the-Trainer certified, MBTI, SHL & DISC profiling certified, Sales Trainer certified, CBTE certified Australia, BEI (Behavioural Event Interview) certified, and NLP Master practitioner in NS-NLP, and Time Line Therapy and Hypnosis certified. He is a National Service Character Builder and has received certification in the 7 Habits of Highly Effective People, People Development Training Modules, and as a Sales Coach. He is also a Law of Attraction Facilitator certified by Master Trainer, Michael J Losier.

CREDIT EVALUATION — THE APPROVER'S PERSPECTIVE

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

This programme aims to help approvers and senior lenders see the Big Picture leading to making the right credit calls or decisions that are holistic and practical yet protects the interests of the institution. This is to perpetuate credit leadership and ultimately the formation of a uniform credit culture.

LEARNING OBJECTIVES

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

- Dissect credits and raise the relevant risk issues
- Write quality credit evaluation reports/memorandums – that are fully satisfied for risk and yet balanced for business
- Detect credit fraud easily
- Process credits in a more expedient yet consistent manner e.g. faster turnaround time with minimal contention
- Support originators in improving efficacy of the credit value chain

TRAINING METHODOLOGY

Workshop based comprising lectures, sharing of facilitator experiences, discussions and class exercises based on live case studies. The module will also see the use of Thoth Capital's proprietary user friendly guides to help participants undertake risk analysis.

PARTICIPANT PROFILE

- Relationship Managers from Commercial & Corporate Banking
- Credit Evaluators/ Approvers from Credit Evaluation/ Risk/ Management

PROGRAMME DETAILS

DATE : 19 – 20 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

The Credit Thought Process

- Credit evaluation – Are approvers and originators seeing it the same way?
- Thoth Capital's credit appraisal map as the basis for credit thought process

Role of Credit Approvers

- What skill sets should an approver possess?
- Roles of a credit approver: Providing credit direction & leadership
- Credit approvers as business drivers – The need for a business mindset
- What do credit approvers expect of originators & vice versa
- Trust deficit – The gulf between credit approvers and originators

The Borrowing Cause

- Why approvers need to get this right! Breaking down the borrowing cause
- Examples of how originators “cloak” the true borrowing cause

Understanding Borrower, Their Business & Environment

- Credit Approvers – Do they know enough about clients, their business and environment and what should they know? Formal sources and market intelligence
- What should credit approvers do to keep themselves updated & relevant to the market and its developments?

Practical Risk Analysis for Approvers

- Being risk aware vs. risk averse - Are approvers over analyzing credits?
- Thoth Capital's risk analysis framework – Getting approvers & originators on the same page
- Sieving out financial risk issues & making sense of the spreadsheets - The quick and easy way
- Credit fraud: A growing problem & how approvers can detect them

Evaluating Credit Papers

- A Step-by-step guide to evaluating credit reports for approvers
- Expectations of the senior management from CED evaluators/approvers

Supporting Originators

- How should credit approvers support originators (the credit and business aspects)
- Assisting originators in loan structuring
- How approvers should guide originators facing problematic credits

Live Case Study & Writing the Credit Evaluation Report/Memo

- Dissecting the case study: Breaking it down and seeing the big picture
- How to correspond with originators – Effective email writing
- Writing quality credit evaluation reports/memos

ABOUT THE TRAINER

LIM TIEN CHEE

Thoth Capital Sdn Bhd

Lim Tien Chee or “TC” as he is popularly known is currently the Director and Managing Consultant of Thoth Capital Sdn Bhd, a management consultancy cum training outfit which mainly services the banking industry and has been in operation since 2004.

TC has 12 years' line and management experience across the credit value chain at RHB Bank. He headed departments within Commercial and Corporate Banking and Credit Management, and has a good appreciation of the local banking environment. The job scope during his tenure extended from origination, underwriting, restructuring and to approvals.

At the age of 30, TC was promoted to department head of a corporate banking unit. In 2004, he was promoted to Vice President when he was 33, making him one of the young high performers RHB Bank. His portfolio extended from SMEs to large listed conglomerates. In Corporate Banking, the portfolio size under his care exceeded RM2 billion and exposed him to all facets of the economy – from trading, manufacturing, agriculture, oil and gas, and public infrastructure.

In Credit Management, where independent evaluation of commercial and corporate loans is undertaken, TC was one of the youngest senior credit managers to be granted discretionary authority for loan approvals and a pioneering member of RHB Bank's Credit Management Division. TC was also instrumental in developing the credit policy for RHB Bank and was often called upon to undertake strategic and risk management initiatives including due diligence reviews for its mergers and bank wide transformations.

CREDIT WRITING & PRESENTATION SKILLS

14 AICB
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

The module seeks to help lending bankers make better presentations of their credits, thereby improving the approval rates of their submissions and effectively meet the expectations of the approvers

LEARNING OBJECTIVES

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

- Be aware of credit fundamentals as a prerequisite to effective credit presentation
- Be aware of good credit writing and articulation skills as effective presentation is predicated upon well written credit papers
- Comprehend the expectations of Credit Committees/ Approvers
- Comprehend the dynamics of presentation and effective presentation
- Make presentations with more clarity, and concisely and convincingly – ultimately being able to “sell” their credits easier

TRAINING METHODOLOGY

Workshop based comprising lectures, sharing of facilitator experiences, discussions and class exercises based on live case studies

PARTICIPANT PROFILE

- Relationship Managers from Commercial and Corporate Banking
- Credit Evaluators/Approvers from Credit Evaluation/Risk/Management
- Investment Banking personnel handling lending activities

PROGRAMME DETAILS

DATE : 9 – 10 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,200	RM2,700

*PER PAX

PROGRAMME OUTLINE

The Fundamental Credit Skills Sets – the First Prerequisite to Presentation

- The Thoth Capital credit appraisal map – having the right mindset/thought process
- The importance of establishing the borrowing cause
- Understanding borrower, business and their environment – information is power!
- Risk analysis – identifying the issues, understanding the risk dynamics and determining mitigating factors
- Financial analysis – using the Thoth Capital financial evaluation and four segments approach
- Risk profiling – putting the credit together to enable the big picture

The Credit Application Report – the Second Prerequisite to Presentation

- Importance of articulation - a credit is only as good as the report it is articulated in!
- A quick run through on how to write good credit reports

Expectations of Credit Committees and Approvers

- Roles of credit committees and approvers
- What do credit committees and approvers want to see in credits?
- What do credit committees and approvers expect during presentations?
- Knowing your credit approvers and committees

Presentation Skills

- Common presentation mistakes
- Confidence as the foundation of presentation
- TC's credit presentation map – a step by step guide
- KISS principle in presentation
- Presentation coverage
- Appropriate proper body language and voice tone
- Playing devil's advocate – an important prep to presentations
- Making effective presentations yet staying original

ABOUT THE TRAINER

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In Credit Management, where independent evaluation of commercial and corporate loans is undertaken, TC was one of the youngest senior credit managers to be granted discretionary authority for loan approvals and a pioneering member of RHB Bank's Credit Management Division. TC was also instrumental in developing the credit policy for RHB Bank and was often called upon to undertake strategic and risk management initiatives including due diligence reviews for its mergers and bank wide transformations.

ALTERNATIVE FINANCE: ECOSYSTEM, PROSPECTS AND RISKS

7 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING LEVEL : INTERMEDIATE

This programme focuses on the rapidly-evolving segments of Alternative Finance available to smaller businesses as well as start-ups who may find it challenging to secure finance from traditional sources of financing. Such segments include equity crowdfunding, peer-to-peer lending (also known as marketplace lending), and online invoice trading. Financial technology (FinTech) has been the enabler for the rapid growth of Alternative Finance. The trainer will also share the issues, risks and lessons that can be drawn from recent case examples.

LEARNING OBJECTIVES

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

- Understand the broad landscape of Alternative Finance sources (with focus on the various forms of crowdfunding / peer-to-peer lending / online invoice trading)
- Analyse the contributory factors which have propelled the rapid evolution of successful Alternative Finance platforms in the United States, Europe and Asia
- Understand and evaluate the mechanics of the operations which drive crowdfunding, peer-to-peer lending, and online invoice trading platforms
- Understand and analyse the key risk factors which may affect Alternative Finance, including the impact from forward-looking scenarios
- Apply the knowledge gained to the issues and implications of Alternative Finance on the wider traditional financing sectors and evaluate the prospects for crowdfunding / peer-to-peer lending / online invoice trading
- Understand the key regulatory considerations in placing a regulatory framework for licencing and oversight of Alternative Finance platforms; as well as likely future trends
- Apply the knowledge gained to evaluate the opportunities and risks regarding Alternative Investment (as a corollary to Alternative Finance)

TRAINING METHODOLOGY

Lectures, discussions, online sharing, and case examples / reports

PARTICIPANT PROFILE

- Finance professionals in practice or working in companies / firms who are providing advice on raising finance
- Managers in traditional financing roles who wish to understand more about the rapidly-evolving segments of Alternative Finance
- Personnel who are currently working in Regulatory Compliance who may want to appreciate some of the major regulatory approaches in this space
- Risk practitioners who want to understand more about the key risk factors behind such Alternative Finance platforms
- Persons who wish to have a better appreciation of this subject-matter and its potential to develop further in the next few years

PROGRAMME DETAILS

DATE : 28 FEBRUARY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM1,200

NON-MEMBER

RM1,500

*PER PAX

PROGRAMME OUTLINE

Session 1

- Traditional sources of finance and “alternative finance” for businesses and start-ups
 - Brief background on the evolution of Alternative Finance platforms (from 2005)
 - New sources of Alternative Finance: equity crowdfunding, peer-to-peer lending & online invoice trading
- How Alternative Finance platforms operate
- Case examples:
 - Equity crowdfunding – AngelList (US); Seedrs (UK)
 - Peer-to-peer lending – Lending Club (US); Zopa (UK)
 - Online invoice trading – Aztec Money (Ireland); FundX (Australia)

Session 2

- Why Alternative Finance platforms are attractive: perspectives of borrower and investor
- What the key risk factors which may affect Alternative Finance platforms are: perspectives of borrower and investor
- Regulatory approaches in the Asian markets for Alternative Finance

Session 3

- Live online sharing of major Alternative Finance platforms:
 - Equity crowdfunding – a UK platform; a Southeast Asian platform
 - Peer-to-peer lending – a UK platform; a Southeast Asian platform
 - Online invoice trading – a UK platform; a Southeast Asian platform
 - Real estate-based crowdfunding – a UK platform
- Is Alternative Finance a solution to curb shadow banking?
- Windows for partnership: banks & governmental programmes

Session 4

- Issues and considerations for the global development of Alternative Finance
- Prospects for Alternative Finance in Asia-Pacific region / South East Asian markets
- Case report: The 2015 Asia-Pacific Alternative Finance Benchmarking Survey (March 2016)
- Synthesizing opportunities and risks: a glimpse of future trends

Appendices

- *The 2015 UK Alternative Finance Industry Report*
- *The European Alternative Finance Benchmarking Report (Feb 2015)*

ABOUT THE TRAINER

CHOO YEE KWAN

Choo Yee Kwan retired in July 2014 after having served the banking and risk management industry for 38 years. His last post was as Country Chief Risk Officer for OCBC Bank (Malaysia) Berhad, having first joined the OCBC Group in December 2007. Until his retirement, he had also served as the Alternate to the Chief Executive Officer of OCBC Bank (Malaysia) Berhad. Prior to joining the bank, he was the Chief Risk Officer for Maybank Group and Group Chief Risk Officer for Alliance Bank Malaysia Berhad. During his 14-year career at Maybank Group, he had served as Division Head for Credit Control, International Banking, Corporate Remedial Management, and Group Risk Management. He also served on the Corporate Debt Restructuring Committee set up under Bank Negara Malaysia. Before starting his career with Maybank, he had worked for the National Westminster Bank PLC of the United Kingdom in the areas of Global Specialized Industries; and Group Credit Control. As part of his service with NatWest, he was based at their Head Office in London from 1987 until 1990.

Mr Choo has Honours degrees in Economics and Law from the University of Malaya and University of London respectively, and is a Barrister-at-Law (of Lincoln's Inn) following his call to the Bar of England and Wales in 1984.

Mr Choo had served on the Education Committee of the Asian Institute of Chartered Bankers (previously known as Institut Bank-Bank Malaysia) for 14 years (2000-2014), and was re-appointed in 2016. He was appointed as a member of the University Malaya Medical Centre (UMMC) Ethics Committee for two years (2014-2015). On 11 February 2016, Mr Choo was appointed as an Independent Non-Executive Director to the Board of Directors of HSBC Bank Malaysia Berhad. Mr Choo Yee Kwan is a Chartered Banker.

BRIDGING THE EXPECTATION GAP BETWEEN BANKS AND EXTERNAL AUDITORS

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

This intermediate programme is designed to help senior and mid-level management understand and appreciate the role of external auditors in contributing to financial stability when they deliver quality bank audits which foster market confidence in banks' financial statements

LEARNING OBJECTIVES

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

- Understand the legislation, financial reporting framework and auditing standard governing the external audits of banks in Malaysia
- Describe the purpose and objectives of external audits
- Gain an insight to the audit process
- Appreciate the different types of reports issued by external auditors, and the impact of audit observations and findings on the banks
- Build a better working relationship with their internal and external auditors which may lead to enhanced audit process and audit quality

TRAINING METHODOLOGY

Lecture, interactive group discussions, case studies and sharing of practical experiences

PARTICIPANT PROFILE

Middle to senior-level bank executives and those interested to learn about external audits of banks

PROGRAMME DETAILS

DATE : 20 – 21 JUNE 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

Malaysian auditing system, legislation and guidelines

- External audits in the Malaysian environment
- Financial reporting framework, accounting and auditing standards
- External audit quality and banking supervision

Change of external audits' landscape in the digital age

- Evolving roles of external auditors
- Keeping up with the banks' digital transformation
- Embracing technology in the audit process

Independent review of the banks' internal controls systems

- Corporate governance
- Compliance with policies and procedures
- Information systems

Leveraging the work of internal auditors

- External auditors' considerations when relying on the work of Internal Audit

A nutshell of the external audit process (from a layman's perspective)

- Organisation
- Duties and responsibilities
- Planning of audit work
- Reporting and documentation

External audit scope of work

- Controls testing approach
- Substantive testing approach
- Technology audits

Audit reports for banks

- Different types of external audit reports
- Key audit matters and their implications to banks

Reporting framework

- Reporting to those charged with governance
- Role and responsibilities of bank audit committees
- Audit oversight authorities

ABOUT THE TRAINER

LYNETTE KWEK

Senior Consultant, Asian Banking School

Lynette Kwek started her career as an internal auditor working in the financial services sector prior to joining the public accounting practices. During her tenure as an internal auditor, she gained wide exposure to the review of financial and operational business processes in the banking environment. She led process walkthroughs and reviews of revenue processes, assessment of systems and manual controls for revenue cycles, general ledger interfaces as well as data analytics for the bank and its subsidiaries in the unit trust, asset management and insurance businesses. Besides her industry experience, she also specialised in the reviews of various IT systems environments in the areas of IT governance, information security management, data management and MIS framework, change management, IT system operations, and implementation of IT projects.

Upon joining the public accounting practice in 2003, she went on to lead and manage a portfolio of audit engagements and risk assurance related projects, which involved sizeable financial services organisations based in and outside of Malaysia. She also led several Sarbanes-Oxley related engagements, IT due diligence, third party assurance reviews, regulatory compliance and outsourced service provider reviews for several local and foreign banks. She was also part of a major IT advisory project for a major bank in the UK when she was attached to one of the big 4 audit firms in London.

Lynette Kwek holds a Master's Degree (with Distinction) in Accounting and Finance from the University of Birmingham, UK. She is a Fellow of the Association of Chartered Certified Accountants (ACCA) UK, a member of the Malaysian Institute of Accountants (MIA) and a member of ISACA.

WRITE RIGHT — EFFECTIVE BUSINESS WRITING

14 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

A programme to help banking industry personnel enhance their English written communication skills through sharing of guidelines, rules, techniques and tips plus opportunities to practise effective writing skills and receive constructive feedback from a very experienced writer and facilitator

LEARNING OBJECTIVES

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

- Use written English in a variety of business situations
- Communicate in writing more effectively and more efficiently with customers and colleagues
- Write more effective documents, memos, reports, letters, emails and new media in English

TRAINING METHODOLOGY

A combination of one-to-many sharing, group discussions, and individual and group exercises

PARTICIPANT PROFILE

Relatively new and less senior banking staff, with reasonable English proficiency

PROGRAMME DETAILS

DATE : 18 – 19 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,900	RM2,400

*PER PAX

PROGRAMME OUTLINE

Introduction to the Programme

“Getting to Know You – and “Your Writing” Exercise

Write Right – selecting the right writing style for the right people at the right time

Identifying the various media used in communicating with Bank customers & internal colleagues

Make WORDS count – don’t just count the words; use the RIGHT words!

Group Exercise 1 and Review

Writing Letters to Customers

- Writing style for different purposes
- Formatting letters
- Salutations
- Opening
- Body of the letter
- Closing

Individual Exercises 1 & 2

Writing Memos to Colleagues – or your boss!

Group Exercise 2 and Review

Writing for Emails and other (relevant) Social Media

ABOUT THE TRAINER

GEOFF ANDREW

Speak4Success Sdn Bhd

Geoff Andrew is a British-born Training Consultant who has lived in Malaysia for 20+ years and has trained 10,000+ participants in Malaysia and Brunei Darussalam.

CREDIT REPORTING AND OPERATION OF CENTRAL CREDIT REFERENCE INFORMATION SYSTEM (CCRIS)

14 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

This programme aims at educating bank officers on the functionalities of CCRIS to ensure correct and timely input of data, clarity of the end-to-end process and understanding of CCRIS Data Quality Reports

LEARNING OBJECTIVES

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

- Understand the main components of CCRIS
- Understand the entire processes of CCRIS data starting from submission of new application until account closure
- Understand the importance of maintaining data quality in CCRIS
- Analyse and interpret rejection report and perform the rectification process
- Use CCRIS rejection and data quality reports as the tool for data quality assurance

TRAINING METHODOLOGY

Combination of lectures, systems walkthrough, case studies and group discussions to ensure that participants derive the maximum learning benefits

PARTICIPANT PROFILE

Statistical officers and officers of FIs, including those from branches who are responsible for the preparation of CCRIS reporting

PROGRAMME DETAILS

DATE : 21 – 22 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM500

NON-MEMBER

RM500

*PER PAX

PROGRAMME OUTLINE

Session 1: Overview of Bank Negara Malaysia Statistical Compilation Framework

- Introduction to statistics and statistical compilation framework
- Role of statistics in supporting effective surveillance and policy formulation
- Centralised compilation function at Jabatan Perkhidmatan Statistik

Session 2: Overview of CCRIS

- Introduction to CCRIS
- Components of and data items in CCRIS
- Key reporting requirements:
 - Borrower profiles
 - Application details
 - Credit account details
 - Security features and access level

Session 3: CCRIS front-end functionalities

- CCRIS front-end functions
 - Creating new applications
 - Updating existing applications
 - Retrieving CCRIS credit reports
- Common issues in data submission via CCRIS front-end
- Measures to minimise errors in data reporting

Session 4: CCRIS back-end functionalities

- CCRIS back-end functions
- CCRIS input files and inter-linkages between files
 - Submission and updating of borrower and account details
 - PC Node and folders in the PC Node
- Data submission via the correct upload folders
- Common issues in data submission via CCRIS back-end
- Measures to minimise errors in data reporting

Session 5: Understanding CCRIS Data Quality Reports

- CCRIS data quality report
- Structure of data files provided to the FIs to facilitate data quality assurance process - Part 1
 - Overview of files provided to the PFIs
 - Information on Borrowers, Applications and Account details

Session 6: Understanding CCRIS Data Quality Reports (continued)

- Structure of data files provided to the FIs to facilitate data quality assurance process - Part 2
 - Information on Borrowers, Applications and Account details - continued
 - Standard data filtration for report generation
- Rules to generate CCRIS data quality report
- Case study:
 - Understanding the key data items to link the information between raw files
 - Generation of data quality report

Question & Answer

ABOUT THE TRAINERS

Officers in charge of CCRIS at Statistical Services Department, Bank Negara Malaysia

INTERNATIONAL INVESTMENT POSITION (IIP) REPORTING THROUGH EXTERNAL ASSETS AND LIABILITIES INFORMATION SYSTEM (EALIS)

7 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

This programme aims at educating bank officers on the various statistical reporting requirements and the functionalities of EALIS to ensure correct and timely input of data for reporting and clarity of the end-to-end process

LEARNING OBJECTIVES

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

- Understand the components and importance of BOP statistics
- Recognise the inter-linkages between BOP and International Investment Position (IIP)
- Enhance understanding on EALIS reporting requirements
- Understand the complete cycle of EALIS reporting
- Detect, avoid and prevent incorrect reporting classification

TRAINING METHODOLOGY

Combination of lectures, systems walkthrough, case studies and group discussions to ensure that participants derive the maximum learning benefits

PARTICIPANT PROFILE

Statistical officers and officers of FIs, including those from branches who are responsible for the preparation of EALIS reporting

PROGRAMME DETAILS

DATE : 8 MARCH 2018
31 MAY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM300	RM300

*PER PAX

PROGRAMME OUTLINE

Session 1: Overview of EALIS

- History and background
- Reporting entities
- Types of reports (End Investor-Bank and Custodian)
- Reporting frequencies and deadlines

Session 2: Components of Financial Accounts

- Stock and flow transactions of Financial Accounts
- Financial Accounts components
 - Direct investment
 - Portfolio investment
 - Financial derivatives
 - Other investment
 - Inter-linkages with ITIS

Session 3: Insights on Data Quality Assurance

- Data quality assurance process
- Proposed data quality checking by components
 - Cash flow comparison with ITIS
 - RM Debt Securities benchmark with RENTAS (PI Asset & Liabilities)
 - Bank Assets & Liabilities comparison with STATSmart
 - Other benchmark indicators (Bursa, bilateral countries, etc)
- Providing relevant justification for outlier and significant transactions
- Common errors made by FIs

Session 4: Deliverables and Importance of Credible Statistical Submission

- International Investment Position (IIP)
- External Debt Statistics (EDS)
- Financial Accounts for Balance of Payments (BOP)
- Coordinated Portfolio Investment Statistics (CPIS)
- Coordinated Direct Investment Statistics (CDIS)
- International Banking Statistics (IBS) for Ultimate Beneficiary Owner (UBO)

Session 5: ITEPS - DSS Systems Walkthrough

- Manage access control and security features
- Maintain profiles, positions, ultimate risk transfer, discrepancy
 - NR Profile
 - ISIN
 - ISIN Master
 - EAL vis-a-vis NR
 - EAL vis-à-vis R
 - Foreign Offices
 - Portfolio Investment
- Create, delete, edit and reclassify IIP transactions
- Alternative submission via IIP Statistical Submission Website

Session 6: Case study and scenarios in Financial Accounts

Question & Answer

ABOUT THE TRAINERS

Officers in charge of EALIS reporting in Statistical Services Department, Bank Negara Malaysia

CASH BALANCE OF PAYMENTS (CASH BOP) STATISTICAL REPORTING THROUGH EXTERNAL SECTOR STATISTICS - DATA SUBMISSION SYSTEM (ESS DSS)

LEARNING LEVEL : **INTERMEDIATE**

This programme aims at educating bank officers on Cash Balance of Payments (BOP) reporting and the functionalities of Cash BOP to ensure correct and timely input of data for reporting and clarity of the end-to-end process.

REQUIREMENTS: It is compulsory for all participants to bring along a copy of External Sector Statistics (ESS) System Submission of International Transactions and External Position Information (ESS Policy Document) issued on 23 June 2017.

LEARNING OBJECTIVES

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

- Be subject matter expert in the respective Financial Institution (FI);
 - Understand the components and importance of BOP statistics;
 - Recognise the inter-linkages between BOP and International Investment Position (IIP);
 - Enhance understanding on Cash BOP reporting requirements;
- Understand the complete cycle of Cash BOP reporting;
- Share the knowledge with other team members and branches; and
- Detect, avoid and prevent error in Cash BOP reporting

TRAINING METHODOLOGY

Combination of lectures, case studies and group discussions to ensure that participants derive the maximum learning benefits

PARTICIPANT PROFILE

Cash BOP statistical officers and officers of FIs, including those from branches who are responsible for the preparation of Cash BOP reporting

PROGRAMME DETAILS

DATE : 8 MARCH 2018

TIME : 9:00 AM – 5:00 PM

VENUE : SASANA KIJANG

PROGRAMME FEE*

AICB MEMBER

RM300

NON-MEMBER

RM300

*PER PAX

PROGRAMME OUTLINE

Session 1: Overview of Bank Negara Malaysia Statistical Compilation Framework

- Introduction to statistics and statistical compilation framework
- Role of statistics in supporting effective surveillance, research and policy formulation
- Centralised compilation function at Jabatan Perkhidmatan Statistik

Session 2: Understanding Balance of Payments

- Concept and coverage of BOP
- Standard components and data sources for Malaysia's BOP Compilation
- Inter-linkages between BOP and International Investment (IIP)

Session 3: Cash Balance of Payments (Cash BOP)

- Overview of Cash BOP
- Key interpretations
- Reporting requirements

Session 4: Purpose Classification for Current Account and Capital Account

- Current account components
 - Goods
 - Services
 - Primary income
 - Secondary income/Current transfer
- Capital account components
 - Capital transfer
 - Acquisition/disposal of non-produced, non-financial assets
- Case study

Session 5: Purpose Classification for Financial Account

- Financial account components
 - Direct investment
 - Portfolio investment
 - Financial derivatives
 - Other investment
- Case study

Session 6: Administrative Codes & Statement E and F

- Administrative Codes
- Statement E
- Statement F

Question & Answer

ABOUT THE TRAINERS

Officers in charge of Cash BOP reporting in Statistical Services Department, Bank Negara Malaysia

LEARNING LEVEL : FOUNDATION

This is a 1-day foundation programme which will comprise short input sessions supported by practical work. For each part of the programme, the facilitator will talk through the general principles, focussing on their practical importance. After each input session, a case study (or possibly two shorter case studies) will be used, and participants will be invited to discuss the ethical issues arising from them.

As the programme is introductory, it should concentrate on ethical issues that might commonly be encountered at operational level, such as integrity, confidentiality, applying minimum standards of accepted behaviour, whistle blowing and so on.

LEARNING OBJECTIVES

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

- Explain the meaning and practical significance of business ethics, and the fundamental principles consistent with ethical behaviour
- Understand the duties-based and consequences-based approaches to ethics, and their importance in addressing stakeholder needs and the public interest
- Define 'professionalism' and explain values and behaviours expected of professional bankers
- Understand the drivers of moral reasoning in individuals, and how organisational policies and practices are relevant to their reasoning
- Apply ethical decision making frameworks to ethical dilemmas and conflicts of interest

TRAINING METHODOLOGY

Lectures, group discussions, case studies and self-assessment

PARTICIPANT PROFILE

Graduate trainees or new hires at the banks

PROGRAMME DETAILS

DATE : 1 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,100	RM1,100

*PER PAX

PROGRAMME OUTLINE

What is ethics and why is ethics important in banking?

The nature of ethics, and its specific meaning in the context of business

Fundamental ethical concepts: integrity, honesty, probity, transparency, fairness, objectivity, responsibility, accountability, judgement, scepticism

- *Discussion of case 1*

Duties of a banker, based on rules that must be followed and principles that govern behaviours

Ethics based on consequences, but consequences to whom? Reconciling actions with the interests of stakeholders and the public interest

- *Discussion of case 2*

Professionalism:

Defining 'professional' and why bankers have to try harder than lawyers, doctors and accountants

Characteristics of a profession

Professional codes of conduct

- *Discussion of case 3*

Ethical decision taking:

Influences on our decisions, and their conflicting impact on what we do. These include rewards and threats, expectations of family, friends, colleagues and the law, perceptions of what is right and what is wrong.

Decision taking frameworks

Dealing with conflicts of interest

Dealing with ethical dilemmas

- *Discussion of case 4*

Self-assessment exercise:

- *Participants work 20 x MCQs followed by debrief*

ABOUT THE TRAINER

DR PARAMSOTHY VIJAYAN

Director of Graduate Training & FSTEP / Senior Consultant, Asian Banking School

Dr Paramsothy Vijayan is the Director of Graduate Training & FSTEP, and Senior Consultant at the Asian Banking School. He started his career working in one of the big 8 Chartered Accountants and Management Consultancy firms in the UK. He has over 20 years of banking experience working in local and foreign banks up to a senior management level, ranging over a diverse range of disciplines.

Dr. Vijay is currently involved in structuring bespoke technical and soft skill programmes for banks. In addition, he is involved in the curriculum working committee for professional qualification programmes such as the Chartered Banker and Bank Risk Management. He is also a designated Chartered Banker trainer, bringing a fresh approach to self-directed learning using mind-mapping techniques, case studies and problem-based learning. Dr Vijay has published banking and finance related text books and journal articles internationally, including, "Success Factors for the Implementation of Entrepreneurial Knowledge Management in Malaysian Banks" (Journal of Information & Knowledge Management, 2013).

He holds an Honours Degree in Accounting and Finance from Scotland, a Master of Science Degree in Multimedia Technology (Banking), a Doctor of Business Administration (Banking Strategy and Marketing) from Australia, and a Doctor of Philosophy (Knowledge Management in Banking) from Malaysia. He is also a Certified Training Professional (ARTDO).

LEARNING LEVEL : INTERMEDIATE

This 1-day intermediate level programme builds on the Introduction to Ethics in Banking with the addition of more advanced content, cases and practical work. It will cover both fundamental ethical concepts and ethical issues of more strategic importance than those covered by the introductory programme. The case study scenarios selected will be a mixture of operational dilemmas and problems, and those dealing with contemporary issues of relevance to executive and managerial personnel.

LEARNING OBJECTIVES

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

- Identify stakeholders and their claims, analyse how the claims conflict and examine the decision making process to address ethical dilemmas
- Understand the underlying causes of the financial crisis, identify key lessons from the crisis and propose ways in which future risks can be addressed through effective corporate governance
- Describe the influences that shape corporate culture and propose best practices for driving positive change across all management functions, while adopting consistently high moral standards
- Understand how ethical stance and behavioural standards can be used as an effective tool in strategic positioning, and in pursuit of competitive advantage

TRAINING METHODOLOGY

Lectures, group discussions, case studies and self-assessment

PARTICIPANT PROFILE

Bank managers

PROGRAMME DETAILS

DATE : 3 MAY 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,500	RM1,800

*PER PAX

PROGRAMME OUTLINE

Stakeholders who contribute to the ethical climate:

- The roles that different stakeholders play: government, regulators, central bankers, boards of directors, managers, staff, specialists, trade associations and professional bodies

A case study to identify stakeholders and their claims, highlight how the claims conflict and matching responses to strategic objectives. The case will provide an opportunity to discuss why it is important to identify stakeholders and balance their claims.

Re-establishing trust and confidence:

- Lessons from the crisis: what went wrong (ethical and regulatory failures), and the consequences
- Implications of regulatory and ethical failures, and Imperatives for banks in addressing the core deficiencies
- Corporate governance principles and issues

Case studies examining deficiencies and root causes of failure/near-failure. The cases will discuss regulatory issues and how the rules did not deter inappropriate behaviours/decisions or prevent crisis.

Establishing the right climate:

- Corporate culture - the tone from the top
- Codes of practice: regulatory codes, professional codes and corporate codes
- Making codes of practice work

A case scenario which examines the desirable content of professional and corporate codes with the discussion of stakeholder claims. The case open up debate on serving the public interest.

Strategic positioning:

- Using ethical values and standards as a platform for strategic positioning
- Ethical stance
- Corporate social responsibility

A case study that discusses alternative approaches to ethical stance, how overtly long-standing ethical stance may be at odds with the objectives of major shareholders (notably hedge funds)

ABOUT THE TRAINER

DR PARAMSOTHY VIJAYAN

Director of Graduate Training & FSTEP / Senior Consultant, Asian Banking School

Dr Paramsothy Vijayan is the Director of Graduate Training & FSTEP, and Senior Consultant at the Asian Banking School. He started his career working in one of the big 8 Chartered Accountants and Management Consultancy firms in the UK. He has over 20 years of banking experience working in local and foreign banks up to a senior management level, ranging over a diverse range of disciplines.

Dr. Vijay is currently involved in structuring bespoke technical and soft skill programmes for banks. In addition, he is involved in the curriculum working committee for professional qualification programmes such as the Chartered Banker and Bank Risk Management. He is also a designated Chartered Banker trainer, bringing a fresh approach to self-directed learning using mind-mapping techniques, case studies and problem-based learning. Dr Vijay has published banking and finance related text books and journal articles internationally, including, "Success Factors for the Implementation of Entrepreneurial Knowledge Management in Malaysian Banks" (Journal of Information & Knowledge Management, 2013).

He holds an Honours Degree in Accounting and Finance from Scotland, a Master of Science Degree in Multimedia Technology (Banking), a Doctor of Business Administration (Banking Strategy and Marketing) from Australia, and a Doctor of Philosophy (Knowledge Management in Banking) from Malaysia. He is also a Certified Training Professional (ARTDO).

CREATING A BRANDED WOW CUSTOMER EXPERIENCE

14 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

This programme introduces professionals to the essential and interactive soft-skills elements associated with superior customer service and creating the distinct organization's Branded Customer Experience.

The modules in this programme will introduce to participants highly effective interactive customer service skills for face-to-face encounters and communication over the telephone.

LEARNING OBJECTIVES

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

- Appreciate the importance of WOW for the Customer
- Improve our communication effectiveness with customers
- Develop the WOW impression and communication skills
- Improve the way we speak on the telephone
- Create the WOW whenever we meet customers
- Set the customer expectation for WOW
- Learn how to manage difficult customers

TRAINING METHODOLOGY

The training methodology will be based on the ATCEN PEAK methodology. This will include:

- High impact short lectures
- Case studies and discussions
- Lively activities
- Multimedia learning enhancement – audio and video
- Insightful presentations to the team
- Instant feedback from the facilitator

PARTICIPANT PROFILE

All branch staff

PROGRAMME DETAILS

DATE : 14 – 15 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,900	RM2,400

*PER PAX

PROGRAMME OUTLINE

Creating a Bank's Branded Customer Experience

- Giving just service is inadequate – the professional bank branch mindset
- What is your organization's WOW experience?
- Delivering the branded WOW customer experience that captures customers' emotions

Customer Communication and the WOW Impression

- The branch customer interaction cycle
- The importance of positive first impressions and perceptions
- Ways to create a positive first impression for WOW to happen

WOW Telephone Etiquette

- The opening and closing of a telephone call
- Develop positive responses and avoid negative responses
- It's down to PICTURE in your voice

WOW Service Face to Face

- Facial expressions, body posture and hand gestures
- Using your eyes, space and smile to communicate
- Setting the customer expectations for WOW

The Way Forward – Building A WOW Customer Centric Culture

- My KSBH development areas
- Combining everything for the WOW experience and starting WOW immediately in daily branch operations
- Personal action plan: developing a personal service commitment

ABOUT THE TRAINER

KEN NG

ATCEN Sdn Bhd

Ken serves as Principal Consultant for the ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, sales, marketing, contact centres and the customer experience in Asia Pacific. He is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, conferences and knowledge sharing tradeshows. He has been one of the judges of the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) Annual Awards in the individual and operations categories since 2005.

His expertise has led to consulting and performance enhancement engagements regionally with multi-national companies, local conglomerates and Government-linked companies, where he focuses on the mission-critical aspects of contact centre service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Centre projects, Human Capital Recruitment and Development, Service, Sales and Marketing Framework, People Motivation and Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation, and Contact Centre Management.

Ken has held a variety of leadership, management and operational roles in service, sales, marketing and collections for major service and sales operations which includes being Senior Consultant with the largest business process outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Contact Centre and Marketing Consultant for Microsoft Malaysia, and Sales and Marketing Strategist for the Kirby Company, USA.

MOVING OUT OF DRAMA: THE ART OF CONFLICT RESOLUTION WITHIN A BANK AND FOR A CUSTOMER

14 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

Conflict in the workplace is unavoidable and is a key reason why employees are disengaged. It will find you whether you look for it or not. Thus, the ability to recognize conflict; understand the nature of conflict, drama and games; and bring swift and just resolution to conflict will serve you well as a leader. Likewise, the inability to do so may well be your downfall.

LEARNING OBJECTIVES

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

- Understand the nature of conflict and identify its levels of seriousness
- Recognize poor conflict resolution behaviour with discounting and passivity
- Identify their roles in a Drama Triangle and how to move out of it
- Apply appropriate conflict resolution strategies
- Communicate issues that promote cooperation and minimize defensiveness in a mediation dialogue

TRAINING METHODOLOGY

With every module taught, we will follow through with short exercises or quizzes, role play, group discussions and presentation role play, video viewing, and the opportunity for open discussion and sharing

PARTICIPANT PROFILE

Managers or HODs from Customer Experience, Call Centre, HR or Operations

PROGRAMME DETAILS

DATE : 12 – 13 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM1,900	RM2,400

*PER PAX

PROGRAMME OUTLINE

Understanding conflict, its causes and warning signals

Personality clashes, working styles and conflict

- Describing personality types, working styles and preferred motivators
- Identifying the difficult person that can provoke you into conflict

Overcoming poor conflict resolution behaviours

- Why are you not willing to be the first one to resolve conflict?
- How discounting and passivity escalate conflict?
- Handling other party inflammation and how to handle it

Drama Triangle and the danger of triangulation during conflict

- What is Drama Triangle (DT)? How to spot its activities in conflict
- Description of roles (persecutor, victim and rescuer) in a Drama Triangle
- Moving from Drama Triangle to Compassion Triangle

Exploring Thomas Killman's Conflict Resolution Strategies

- Describing 'competing, avoiding, compromising, collaborating and accommodating' strategies
- Discuss: When should we use these 5 conflict resolution strategies?

Working through difficult issues during a dialogue (role play)

- Why 'assertiveness & cooperation' is vital in conflict resolution?
- Scenario 1: When other party has more pressing issue
- Scenario 2: When your needs are pressing
- Scenario 3: When the other party and your needs are pressing

ABOUT THE TRAINER

THOMAS LAI

QS Plus Consultancy

Thomas Lai, Principal Consultant of QS Plus Consultancy, has more than 25 years of experience facilitating courses anchored on Customer Engagement, Transactional Analysis, EQ, Process Communication Model®, Lie and Deception and Motivational Interviewing for organizations from 18 different industries from Cambodia, Brunei, Singapore and Malaysia. He has also designed customer engagement surveys, mystery shopping and call audits, and conducted various leadership courses including coaching and mentoring. Formerly a HRD specialist with Globe Silk Store, Thomas has worked with a Singapore consulting firm as their country manager. He was also a training manager with OSK Investment Bank.

He is a certified EQ and Process Communication Model® trainer with 6 Seconds Network and Taibi Kahler Associates, USA respectively, and has an MBA in TQM. He is trained in Facial Action Coding System and in Motivational Interviewing. In 2016, Thomas received the Advanced Certificate in Training and Assessment (ACTA), awarded by the Institute of Adult Learning, Singapore. He also holds a number of professional qualifications which includes a Certificate in Legal Practice, Certified Credit Professional, Certified Credit Professional – Islamic, Certificate in Life Insurance and Investment Link.

VALUING DIVERSITY: MANAGING CUSTOMERS WITH DISABILITIES

7 AICB[®]
CPD HOURS

LEARNING LEVEL : FOUNDATION

This programme is designed to help participants enhance the service delivery for customers with disabilities within their bank branches in a more holistic approach. It outlines the essentials of the Rights of People with Disabilities in Malaysia. Participants will be equipped with the necessary knowledge and right etiquette when engaging customers with disabilities.

LEARNING OBJECTIVES

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

- Gain an overview of the different laws, legislation and social exclusion governing the Rights of People with Disabilities in Malaysia
- Interpret the Convention on the Rights of People with Disabilities
- Understand customers with different disabilities
- Appreciate the benefits of good customer service to clients with disabilities
- Build a consistent Disability Etiquette in the branch
- Interact more effectively with customers with disabilities
- Appreciate the barriers faced by customers with disabilities

TRAINING METHODOLOGY

Interactive lectures, group discussions and presentations, and video presentations

PARTICIPANT PROFILE

Relationship Officers, Client Servicing Officers and Front-liners

PROGRAMME DETAILS

DATE : 5 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM980

NON-MEMBER

RM1,280

*PER PAX

PROGRAMME OUTLINE

The Rights of the People with Disabilities and Social Exclusion in Malaysia

The dimension and types of disabilities

Establish the same great customer service for everyone

Disability Etiquette

The different kinds of barriers

Use right words and phrases

Conflict management with customers with disabilities

Myth and realities about customers with disabilities

ABOUT THE TRAINER

LEW TAW FONG

Senior Consultant, Asian Banking School

Lew Taw Fong started his banking career with Maybank where he worked for 32 years holding various key positions including Branch Manager, Regional Trainer and Facilitator, Head of Trade Finance and Chief Operating Officer based in Maybank Hong Kong. Upon his retirement, Lew then went on to be a Group Organisational Trainer for the Maybank Training Academy. His areas of training programme expertise during the five years there included Branch Banking Operations, Introduction to Trade Financing, AMLA/CTF, Central Credit Reference Information Search (CCRIS), Fraud Detection and Prevention, Covenants and Credit Support, Security and Loan administration, Introduction to Credit for Consumer Sales Executive, Line and Middle Managers, and System Work Flow for Mortgage and Investment Loans.

Lew holds a Bachelor's Degree in Business Administration, majoring in Management from the University of Ottawa, Kansas, US. He is a certified Manager Trainer from the Singapore Institute of Management and a certified HRDF trainer. He was also the Master Trainer for the Microfinance Training for Practitioners 2017, organized by the Asian Banking School jointly with Bank Negara Malaysia and the World Bank Group.

BUSINESS IDENTIFICATION AND ACCOUNT MANAGEMENT FOR A RELATIONSHIP MANAGER

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

The programme seeks to help lending bankers identify and maximize business potential. It also seeks to impart practical account management skills to create a “Streetsmart Relationship Manager (RM)”.

LEARNING OBJECTIVES

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

- Apply the requisite selling and other soft skills crucial in prospecting, marketing, monitoring and management of credit relationships
- Enhance business acumen particularly in areas of business sourcing and identification (on-boarding the right type of clients both in terms of credit quality and income potential) and maximize value extraction from these relationships

TRAINING METHODOLOGY

Workshop based comprising lectures, sharing of facilitator experiences, discussions and class exercises based on live case studies

PARTICIPANT PROFILE

- Relationship Managers from Commercial and Corporate Banking
- Investment Banking personnel handling lending activities

PROGRAMME DETAILS

DATE : 3 – 4 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,200	RM2,700

*PER PAX

PROGRAMME OUTLINE

Importance of Business Acumen to RMs

- Role of RMs today – the total banker
- Managing portfolios like a business – entrepreneurship in relationship management
- The KPI challenge today vs. diminishing clients and increased competition

An Overview of the Relationship Management Process

- Importance of planning – No Plan = Plan to Fail!
- Prospecting avenues – Where Is the business?
- Selling & marketing – Getting the business
- Account servicing – Servicing and keeping the business
- Account monitoring – Keeping an eye on the business

Business Identification

- Prospecting for the right clients – what to look for and where to look!
- Segmenting the business
- Understanding and uncovering client requirements
- Identifying business opportunities using financial statements
- Probing for business

Account Plan

- Developing a viable account plan
- Sizing up the competition and determining our market positioning
- Wallet sizing and how to extract maximum value using the account plan
- The account plan and loan/product structuring – structure for value

Practical Marketing and Account Servicing Tips

- Getting customers on board without hard selling
- Strategies for client retention
- Handling difficult customers

ABOUT THE TRAINER

LIM TIEN CHEE

Thoth Capital Sdn Bhd

Lim Tien Chee or “TC” as he is popularly known is currently the Director and Managing Consultant of Thoth Capital Sdn Bhd, a management consultancy and training outfit which mainly services the banking industry and has been in operation since 2004.

TC has 12 years’ line and management experience across the credit value chain at RHB Bank. He headed departments within Commercial and Corporate Banking and Credit Management, and has a good appreciation of the local banking environment. The job scope during his tenure extended from origination, underwriting, restructuring and to approvals.

At the age of 30, TC was promoted to department head of a corporate banking unit. In 2004, he was promoted to Vice President when he was 33, making him one of the youngest high performers at RHB Bank. His portfolio extended from SMEs to large listed conglomerates. In Corporate Banking, the portfolio size under his care exceeded RM2 billion and exposed him to all facets of the economy – from trading, manufacturing, agriculture, oil and gas, and public infrastructure.

In Credit Management, where independent evaluation of commercial and corporate loans is undertaken, TC was one of the youngest senior credit managers to be granted discretionary authority for loan approvals and a pioneering member of RHB Bank’s Credit Management Division. TC was also instrumental in developing the credit policy for RHB Bank and was often called upon to undertake strategic and risk management initiatives including due diligence reviews for its mergers and bank wide transformations.

MANAGING DIFFICULT CUSTOMERS AND SERVICE RECOVERY

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

Managing customer relationships isn't always smooth sailing. With the competitiveness of the business environment, it is essential that difficult customers be managed well.

This programme considers outcomes where a customer is irate and has become difficult. It explores situations service professionals face every day and how to manage irate customers without affecting performance while salvaging the relationship with customers, and in the process enriching it with powerful Service Recovery actions.

Managing difficult customers in difficult situations are crucial in Customer Experience Management. The highest amount of service or interaction with your organization and its people normally happens when a customer has an issue/concern or complaint. Managing this delicate situation in the most effective manner normally brings you to a moment of truth with the customer.

LEARNING OBJECTIVES

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

- Communicate with an irate customer in an effective manner
- Package solutions to different customers based on their specific personality profiles
- Relate to customers of different knowledge levels.
- Communicate solutions across in a structured manner that appeals to an irate customer

TRAINING METHODOLOGY

The training will be based on the ATCEN PEAK methodology. This will include:

- High impact short lectures
- Case studies and discussions
- Lively activities
- Multimedia learning enhancement – audio and video
- Insightful presentations to the team
- Instant feedback from the facilitator

PARTICIPANT PROFILE

- Front line personnel
- Basic skilled/ trained agents/ consultants
- Customer service representatives

PROGRAMME DETAILS

DATE : 9 – 10 MAY 2018

TIME : 9:00 AM – 5:00 PM

VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

The Perception of Service in the Experiential Economy

- The evolution of service delivery levels
- Identifying and understanding your organization's 4 Levels of service quality
- Understanding service expectations of customers

The Emergence of Dissatisfaction in Customers

- Understanding the customer dissatisfaction process
- What are the causes of poor service?
- Recognizing the triggers of customer dissatisfaction

Understanding Difficult Customer Encounters

- The 4 customer knowledge levels
- Know yourself and your customer's profile through DiSC
- The ground rules for handling difficult customers

Managing Difficult Customers

- Understanding what causes conflict and the stages of conflict
- Dealing with difficult customers – The ADR approach
- Vital tips for dealing with angry and emotional customers

Competencies for Managing Difficult Customers

- Effective communication requirements
- Leveraging on empowerment to initiate the service recovery process
- 4 building rapport techniques with customers for a memorable customer experience

Rebuilding Self Confidence After a Confrontation

- “Don’t take it personally” - identifying personal fears and taking actions to overcome them
- The psychology of handling difficult customers – repelling negative thoughts
- Developing the 5 confidence building exercises

Principles of Service Recovery

- The 4 components to a successful service recovery programme
- Fixing the customer as well as the problem
- The need for a comprehensive service recovery plan

ABOUT THE TRAINER

KEN NG

ATCEN Sdn Bhd

Ken serves as Principal Consultant for the ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, sales, marketing, contact centres and the customer experience in Asia Pacific. He is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, conferences and knowledge sharing tradeshows. He has been one of the judges of the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) Annual Awards in the individual and operations categories since 2005.

His expertise has led to consulting and performance enhancement engagements regionally with multi-national companies, local conglomerates and Government-linked companies, where he focuses on the mission-critical aspects of contact centre service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Centre projects, Human Capital Recruitment and Development, Service, Sales and Marketing Framework, People Motivation and Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation, and Contact Centre Management.

Ken has held a variety of leadership, management and operational roles in service, sales, marketing and collections for major service and sales operations which includes being Senior Consultant with the largest business process outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Contact Centre and Marketing Consultant for Microsoft Malaysia, and Sales and Marketing Strategist for the Kirby Company, USA.

WIN BACK LOST CUSTOMERS

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

Over the years, you probably had customers leave you. Many had no choice. It was about the economy — not about you. Many are ready to return if you just ask them. But before reaching out, you need a well thought-out plan to win back these lost customers. And that begins by defining the term 'win back'. The Direct Marketing Association tells us, "A win-back is a dormant customer who begins to purchase again due to a targeted recovery effort."

Are you ready to win back your lost customers?

LEARNING OBJECTIVES

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

- Understand why organizations lack a Win-Back system
- Recognize, measure and track 6 customer groupings
- Estimate the 2nd lifetime value of lost customers
- Create a Segmentation Map to decide which customers are worth winning back
- Recognize the different ways customers say goodbye
- Prepare a Win-Back strategy to recover lost customers and save at-risk customers

TRAINING METHODOLOGY

Participants will work in pairs or small groups to carry out discussion, solve discovery quizzes, role play, reflect and receive expert personalized feedback

PARTICIPANT PROFILE

- Sales & Marketing managers in Retail Banking
- Customer Experience or Engagement manager
- Business Analytics exponents
- Call Centre managers

PROGRAMME DETAILS

DATE : 25 – 26 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,200	RM2,700

*PER PAX

ELEVATOR

PROGRAMME OUTLINE

Win Back Lost Customers: Is this for real?

- Define 'lost customers'. Is a win-back possible? Is it worth it?
- How and why your customers say goodbye

Aligning the Big 3: Acquisition, Retention and Win-Back

- Why customer profitability is interdependent on the Big 3
- Describe the 6 customer groups (Prospect and 1st time customers, Retained and At-risk customers, and Lost and Saved customers)

Describe Analytical Indicators

- The over-reliance on economic and financial indicators to direct businesses
- Describe 9 common Purchasing Indicators
 - New customer analysis
 - Revenue decile analysis
 - Product penetration analysis
 - Recency of purchase analysis
 - Best customer analysis
 - Retention analysis
 - Churn analysis
 - Defection analysis
 - Win-back analysis

How to save a customer on the verge of defection

- Understand service breakdown and recovery
- Use CPR (Comprehend, Pin-point offers, Respond) to beat customer defection
- To identify At Risk customers, install 7 Tsunami warning signals

Overview of Win Back Strategies

- Win-Back Strategy #1: Conduct win-back opportunity analysis
- Win-Back Strategy # 2: Assess your company's win-back readiness
- Win Back Strategy # 3: Prepare and implement your win-back plan
- Win-Back Strategy # 4: Evaluate your win-back results

ABOUT THE TRAINER

THOMAS LAI

QS Plus Consultancy

Thomas Lai, Principal Consultant of QS Plus Consultancy, has more than 25 years of experience facilitating courses anchored on Customer Engagement, Transactional Analysis, EQ, Process Communication Model®, Lie and Deception and Motivational Interviewing for organizations from 18 different industries from Cambodia, Brunei, Singapore and Malaysia. He has also designed customer engagement surveys, mystery shopping and call audits, and conducted various leadership courses including coaching and mentoring. Formerly a HRD specialist with Globe Silk Store, Thomas has worked with a Singapore consulting firm as their country manager. He was also a training manager with OSK Investment Bank.

He is a certified EQ and Process Communication Model® trainer with 6 Seconds Network and Taibi Kahler Associates, USA respectively, and has an MBA in TQM. He is trained in Facial Action Coding System and in Motivational Interviewing. In 2016, Thomas received the Advanced Certificate in Training and Assessment (ACTA), awarded by the Institute of Adult Learning, Singapore. He also holds a number of professional qualifications which includes a Certificate in Legal Practice, Certified Credit Professional, Certified Credit Professional – Islamic, Certificate in Life Insurance and Investment Link.

“WHY DO TIGERS HAVE STRIPES” — A REFLECTION ON PERSONAL EFFECTIVENESS

7 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

‘Why Do Tigers Have Stripes’ is an intriguing 1-day programme that tackles personal effectiveness which builds up towards team effectiveness. Participants will undergo a mental workout to consider a new perspective towards becoming a better, more effective self.

LEARNING OBJECTIVES

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

- Challenge and re-think beliefs on a number of teamwork-related areas
- Recognise personal barriers that hinder effectiveness
- Learn to qualify a problem, prioritise actions and take greater ownership of effectiveness

TRAINING METHODOLOGY

Theoretical understanding, group discussion and presentation, and the tool-based method to take ownership in addressing problems

PARTICIPANT PROFILE

Executives, managers, senior managers or individuals who are keen to increase personal effectiveness

PROGRAMME DETAILS

DATE : 27 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,200	RM2,700

*PER PAX

PROGRAMME OUTLINE

Challenging the Beliefs

Managing Individual Differences

Recognising Personal Barriers

Taking Ownership of Personal Effectiveness

ABOUT THE TRAINER

JOHN LAU

Hann Consulting (Asia) Sdn Bhd

John Lau is the Managing Director of Hann Consulting Asia. He has over 20 years of experience in talent assessment and development. His main skills are in the areas of designing leadership programmes, developing assessment centres and facilitating organisational change.

AN INSIGHT INTO BEHAVIOURAL FINANCE — A BANKER'S PERSPECTIVE

7 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

This course is designed to provide an understanding of how human psychology influences the anticipated outcome of the decision-making and relationship process in the banking environment

LEARNING OBJECTIVES

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

- Appreciate how human psychology affects decision-making processes
- Apply Behavioural Finance concepts in managing the customer relationship especially in the areas of CRM, Credit and Marketing
- Appreciate the Briggs-Myers Psychometric Personality Matrix as an alternative assessment tool in managing expectations
- Formulate the “ONE” question that will impress your potential customer

TRAINING METHODOLOGY

Lectures, interactive discussions, video, quizzes and sharing of experiences

PARTICIPANT PROFILE

Potential and existing branch managers, team leaders, credit and marketing

PROGRAMME DETAILS

DATE : 26 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM1,100

NON-MEMBER

RM1,400

*PER PAX

PROGRAMME OUTLINE

Introduction

- What is behavioural finance?
- History of behavioural finance
- How behavioural finance defies traditional finance
- Types of behavioural concepts
- Stages of behavioural change

Prospect Theory

- What is prospect theory?
- Prospect Theory and Loss Aversion

The Game Theory

- What is Game Theory
- History of Game Theory
- Game Theory in decision-making and business

Behavioural Assessment - Personality Assessment Tools

- Dominant, Influential, Steady, Compliant (DISC), Harrison Inner View
- Briggs-Myers Psychometric Personality Test – what is your personality type?
- How to people perceive you? How do you want to be perceived?

What is the “One” Question?

- How selected behavioural concepts could be applied in the decision-making process

ABOUT THE TRAINER

LIM GUAN CHYE

Senior Consultant, Asian Banking School

Lim Guan Chye is an in-house specialist training consultant at the Asian Banking School. He has 35 years of experience in the banking industry as well as at senior management levels in commercial organizations.

Over a 25-year period, his banking experience included operations, marketing, credit processing, the legal aspects of lending and branch management. He has extensive exposure in lending to various industries and sectors including property development, manufacturing, trading and palm oil refining. After his stint in banking, he joined the commercial sector and worked for 10 years with various companies including public listed companies, property developers, legal practices as well as private firms in various areas involving finance, human resources, marketing, risk and general management.

Guan Chye holds a Bachelor's degree in Analytical Economics (Second Class Upper Honours) from the University of Malaya and is a Certified Credit Professional (CCP), as well as a certified trainer (TTT) with extensive training and speaking engagement experience. He is the author of "What Every Entrepreneur ought to know about Business and Banking - A Practical Approach."

DISCOVERING PERSONALITY TO STRENGTHEN WORKING RELATIONSHIPS

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

As individuals we often talk, think and act in different ways that can create tension, frustration and misunderstandings within group dynamics. The resulting conflict occurs in all areas of social interaction and can have profound impacts on business operations. Even if differences cannot be totally resolved they do require management and oversight to minimize their negative influences. This programme uncovers the personalities and behavioural types as defined by DISC (Dominant, Influential, Steady, Compliant) and equips the budding manager with the skills to negate their impact.

LEARNING OBJECTIVES

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

- Recognise the different personalities and behavioural types of DISC
- Discover principles of behavioural interaction
- Identify specific characteristics of DISC behavioural styles
- Interpret blends of behavioural styles
- Apply the personality system in daily personal and working life

TRAINING METHODOLOGY

Interactive lectures with case studies and group discussions

PARTICIPANT PROFILE

Executives, Managers and above from banking institutions

PROGRAMME DETAILS

DATE : 18 – 19 APRIL 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

- Importance of understanding behavioural styles
- Principles of behavioural interactions
- Using self-assessment profile to identify behavioural style
- Specific characteristics of DISC behavioural styles
- Distinguishing a person's mask and core self
- Special graph patterns
- Interpreting patterns and behavioural blends
- Interaction preferences of different styles
- 4 tools in applying the personality system
- Action Plan – building an effective relationship

ABOUT THE TRAINER

SHAHRUL ADZUAN AHMAD

Consultant, Asian Banking School

Shahrul Adzuan Ahmad has 27 years of working experience in the banking sector, with 24 of those years in training and development at several banking institutions. He started his career in banking in 1990 as a Branch Officer when he joined Maybank Finance Berhad.

He then went on to join EON Finance Bhd in 1993 as a Training Officer, which then marked the start of his training and development career. In 2004, he became a trainer at EON Bank Bhd where he conducted technical and non-technical programmes. His last position prior to joining the Asian Banking School was with United Overseas Bank (Malaysia) Berhad where he was involved in numerous bank-wide training initiatives and programmes, with Foreign Exchange Administration (FEA) Rules being one of the key training programmes he conducted. Other training programmes delivered during his years with the banks include Exchange Control Notices of Malaysia (ECM), AML/CFT related programmes, credit-related programmes, Leadership Development and soft-skills programmes. He also developed new training programmes and reviewed training content for improvement and enhancement, as well as coordinated and administered the internal AML/CFT e-learning programmes.

Shahrul holds a Diploma in Banking Studies from Institut Teknologi Mara (now known as Universiti Teknologi Mara) and a Bachelor's Degree (Sc.) in Human Resource Development from Universiti Teknologi Malaysia. He is also a Certified Training Professional (CTP) and DiSC - Certified Behavioural Consultant (CBC).

AN INSIGHT INTO TRADE FINANCE

14 AICB[®]
CPD HOURS

LEARNING LEVEL : INTERMEDIATE

This intermediate programme is to equip participants with comprehensive, practical knowledge on structuring and the operational aspects of trade facilities

LEARNING OBJECTIVES

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

- List at least 5 general terms and conditions of a sales contract
- Explain at least 3 features and benefits of each method of trade finance
- Understand the 26 rules in Uniform Rules for Collection, ICC Publication No. 522 in its practice and operations
- Understand the 39 rules in Uniform Customs and Practices for Documentary Credit, ICC Publication No. 600 in its practice and operations
- Grasp the 11 Incoterms with its obligations and charges
- Explain the handling of documents for the 6 types of trade finance products
- Know the following on structuring trade facilities:
 - What the structuring entails
 - Importance of structuring
 - Process of structuring
 - Terms and conditions

TRAINING METHODOLOGY

Interactive lectures, group discussions, group activities and presentation, case studies and video presentations

PARTICIPANT PROFILE

Trade finance and transaction banking staff, credit and marketing officers, account relationship managers, and those who want to learn about international trade finance

PROGRAMME DETAILS

DATE : 25 – 26 JUNE 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

General Terms and Conditions of a Sales Contract, covering areas that include Shipment, Payment, Insurance and Arbitration

- The role of banks and the risk considerations in international trade, customer needs for finance of exports/imports, the features and benefits of each method, and practical and operational aspects of trade finance

Uniform Rules for Collection Publication No. 522 (URC 522)

- General provisions and definitions
- Form and structure of collections
- Form of presentation
- Liabilities and responsibilities
- Payment
- Interest, charges and expenses
- Other provisions

Uniform Customs and Practices for Documentary Credit Publication No. 600 (UCP 600)

- Definitions; interpretations
- Other provisions

Comprehensive Coverage of Incoterms 2010

- Freight collect terms (EXW, FCA, FAS, FOB)
- Freight prepaid terms (CFR, CIF, CPT, CIP, DAT, DAP, DDP)

Handling of documents under:

- Letter of Credit
- Shipping Guarantee
- Trust Receipt
- Banker's Acceptance
- Bills of Exchange Purchased
- Export Credit Refinancing

Identification of appropriate trade finance needs of exporters and importers, and considerations when structuring the trade facilities.

ABOUT THE TRAINER

SOO CHEE SEANG

Josh Soo Chee Seang has 31 years of broad banking experience and has held various senior positions, including Sales and Operations Manager, Branch Manager, and Head of Channels Process Management. In his banking career, Josh has been involved in foreign exchange/ money market settlement and reconciliation, trade finance marketing and operations, branch banking/management and training. In his role as Head of Channels Process Management with UOB, he engaged with various stakeholders and carried out various initiatives to optimize and rationalize the bank processes to stay ahead of the competition. Josh holds a Bachelor's Degree in Economics Majoring in Statistics from the University of Malaya.

CASH MANAGEMENT – REVISITING CONCEPTS AND ADDRESSING NEW THEMES

14 AICB[®]
CPD HOURS

LEARNING
LEVEL : **INTERMEDIATE**

Enhancing cash management skills in a dynamic environment

LEARNING OBJECTIVES

By the end of the programme, participants will have:

- Revisited existing concepts on cash management and developed new ideas / thinking around how they could further enhance client relationships
- Enhanced knowledge of Cross Border payments and Liquidity Management solutions
- Become aware of new developments and market ideas, and work with clients as appropriate in bringing such themes to them

TRAINING METHODOLOGY

Classroom setting with active participation by audience

PARTICIPANT PROFILE

Cash Management and Transaction Banking Sales Managers, and Relationship Managers

PROGRAMME DETAILS

DATE : 28 – 29 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,200

NON-MEMBER

RM2,700

*PER PAX

PROGRAMME OUTLINE

The program will be divided into three parts

- The first part will review cash management practices, including themes like; liquidity concentration accounts, account payables and receivables, value propositions and derived value. Cash and trade inter linkages will be explored. Emphasis will be on building a sustainable, flow business which will anchor clients to the bank and form the base layer of the revenue pyramid. Risk Adjusted Returns (RORWA) will be briefly touched upon. Participants will be encouraged to ask questions and introspect on client relationships that they are currently associated with to derive more value for both parties.
- The second part will focus on innovation-led themes covering FinTech, blockchain in particular, and new non-bank entrants (e.g. AliPay) as well as how they are making significant inroads into the industry. This session will touch upon SWIFT-led innovation on Cross Border payments including themes like GPI - Global Payments Initiative as well as Ripple and others. One theme that is very important and will be touched upon is Compliance.
- The third part of the session will be case studies – teams will be formed and a client simulation will be handed out for the teams to work on, exploring concepts learned and ending with a brief presentation.

ABOUT THE TRAINER

T.S. SHANKAR

T.S. Shankar has over 25 years of banking experience with Bank of America (BAML) and Standard Chartered (SCB); leading sales and product teams in diverse geographical areas across Asia, Middle East, Europe and the US. Currently based in Singapore, Shankar started his banking career in Mumbai in 1991 and moved to Singapore in 2005. He was part of the formative Global Transaction Services team at BAML. Shankar moved from a Regional Sales role to a Global Product role covering Clearing and Liquidity in 2014. He has participated in various industry forums including being an advisor for Asian Banker, spoken at SWIFT forums, co-chaired the Asian Council of BAFT and was co-chair of AmCham Financial Service, Singapore.

Shankar is a keen watcher of trends in the Payments and Trade industry, and believes that there will always be opportunities for those who seek them.

DERIVATIVES: ACCOUNTING AND RISK MANAGEMENT (INCLUDING HEDGE ACCOUNTING)

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

Many banks use financial derivatives to manage their risks, reflect their trading and investment view or service their client's hedging requirements. However, when not understood and managed properly, derivatives could expose the bank to unintended risks.

This is an intermediate programme on financial derivatives which provides participants from different departments (financial markets, treasury, internal audit, compliance, accounting and risk management) with specific focus on accounting and risk management of derivative transactions. It will also discuss derivative accounting rules under IAS 39 and IFRS 9.

LEARNING OBJECTIVES

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

- Discuss the mechanics and features of basic financial derivatives (forwards, swaps and options)
- Explain the market risk implications of derivative transactions including tools used to assess and evaluate market risks from derivatives
- Describe the credit risk implications of derivative transactions including tools and litigants used to manage credit risks from derivatives
- Understand the sources and effects of liquidity risks in derivative transactions
- Describe the operational risk implications of derivative transactions
- Describe the common documentation used in derivative transactions
- Understand how derivatives impact the bank's financial statements under IAS 39
- Discuss hedge accounting rules under IAS 39
- Understand how changes in IFRS 9 will impact derivatives accounting in the future
- Enumerate control and audit issues with respect to financial derivative activities

TRAINING METHODOLOGY

Lecture, case studies and practical spreadsheet exercises

PARTICIPANT PROFILE

Bank staff in trading, sales, internal audit, compliance, market risk management, credit risk management, finance, accounting and corporate banking

PROGRAMME DETAILS

DATE : 27 – 28 JUNE 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER

RM2,500

NON-MEMBER

RM3,000

*PER PAX

PROGRAMME OUTLINE

Mechanics of Derivatives

- What are derivatives
- History of derivatives
- Different types of derivatives (forwards, swaps and options)
- Mechanics of Forwards
- Mechanics of Swaps
- Mechanics of Options

Market Risk

- The nature of market risk in derivative activities
- How derivatives are marked-to-market
- Notional exposure
- Risk sensitivity tools for derivatives
- Value-at-Risk (VAR)
- The need for stress testing for derivative transactions

Counterparty Credit Risk

- The nature of counterparty credit risk in derivative activities
- Pre-settlement risk
- Wrong-way vs. right-way risk
- The default process
- Credit risk litigants
- ISDA Master Agreement
- Credit Support Annex
- CVA and DVA: The Big Picture

Liquidity Risk

- The nature of liquidity risk in derivative activities
- The impact of funding on derivative transactions
- Funding Value Adjustment: The Big Picture

Operational Risk

- The nature of operational risk in derivative activities

Derivatives Accounting Framework Under IAS 39

- Introduction to IAS 39
- History of Derivatives Accounting
- Accounting for Basic Derivatives

Hedge Accounting Rules Under IAS 39

- The importance of Hedge Accounting
- Hedged items and hedging instruments
- Hedge Accounting in a nutshell
- How Hedge Accounting impacts the balance sheet
- Hedge Effectiveness Testing: prospective and retrospective
- Hedge Documentation

Internal Control and Audit Considerations

- Internal control in Derivative activities
- Key risk considerations in auditing Derivative activities
- Basel II/III and Derivatives

The Future of Derivatives

ABOUT THE TRAINER

PHILIP TE

Philip Te is known for his down-to-earth approach in teaching complex topics such as derivatives and risk management. He has conducted over fifty classes on financial derivatives (including derivatives accounting under IAS 39) for different banks, banking associations, insurance companies, corporations and educational institutions.

He is currently Vice President for a Client Solutions Group at a global commercial bank where he is involved in designing and structuring derivative solutions for corporate and insurance companies. Prior to this, he was with a commercial bank heading their financial engineering and structured products department. He has also worked at the Ernst & Young Financial Services Risk Management group where he handled multiple derivative audit support engagements.

Philip is a Chartered Financial Analyst (CFA) and a certified Financial Risk Manager (FRM). He is the author of the two-volume book on bank risk management published by Oxford University Press and the Asian Institute of Chartered Bankers.

DERIVATIVES: MECHANICS, VALUATION AND APPLICATIONS

14 AICB[®]
CPD HOURS

10 SIDC
CPE POINTS

LEARNING
LEVEL : **INTERMEDIATE**

Many banks use financial derivatives to manage their risks, reflect their trading and investment view, or service their client's hedging requirements. However, when not understood and managed properly, derivatives could expose the bank to unintended risks.

This is an intermediate course on financial derivatives which provides participants from different departments (financial markets, treasury, internal audit, compliance, accounting and risk management) a comprehensive overview of financial derivatives from a mechanics, valuation and application perspective.

LEARNING OBJECTIVES

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

- Discuss the mechanics and features of basic financial derivatives (forwards, swaps and options)
- Explain the risk and balance sheet management applications of financial derivatives (from the bank's perspective)
- Discuss the use of derivatives from a corporate perspective
- Understand pricing and valuation of financial derivatives
- Develop a simple spreadsheet to price and value financial derivatives
- Understand the basic thought process in the successful design and structuring of derivative products

TRAINING METHODOLOGY

Lecture, Case Study, Practical Spreadsheet Exercises

PARTICIPANT PROFILE

Bank staff in trading, sales, internal audit, compliance, market risk management, credit risk management, finance, accounting and corporate banking

PROGRAMME DETAILS

DATE : 21 – 22 MARCH 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM2,500	RM3,000

*PER PAX

PROGRAMME OUTLINE

Mechanics of Derivatives

- What are derivatives
- History of derivatives
- Different types of derivatives (forwards, swaps and options)
- Introductory financial and mathematical concepts

Forwards: Mechanics, Valuation and Applications

- Introduction to Forwards
- Mechanics of Forwards
- Interest Rates and Time Value of Money
- Pricing Forward Contracts
- Case Study: Pricing and Valuation of Forward Contracts
- Applications of Forward Contracts
- Case Study: Hedging Foreign Exchange Risk Using Forward Contracts
- Case Study: Carry Trading Strategies Using Forward Contracts

Interest Rate Swaps: Mechanics, Valuation and Applications

- Introduction to Interest Rate Swaps
- Mechanics of Interest Rate Swaps
- LIBOR and Floating Rates
- Pricing Interest Rate Swaps
- Case Study: Pricing and Valuation of Interest Rate Swaps
- Applications of Interest Rate Swaps
- Case Study: Hedging Loans Using Interest Rate Swaps

Cross Currency Swaps: Mechanics, Valuation and Applications

- Introduction to Cross Currency Swaps
- Mechanics of Cross Currency Swaps
- Pricing Cross Currency Swaps
- Case Study: Pricing and Valuation of Cross Currency Swaps
- Applications of Cross Currency Swaps
- Case Study: Funding Arbitrage Using Cross Currency Swaps

Options: Mechanics, Valuation and Applications

- Introduction to Options
- Types of Options
- Mechanics of Options
- Basic Option Payoffs
- Fundamental Drivers of Option Pricing
- Binomial Option Pricing
- Case Study: Pricing and Valuation of Options (Binomial Method)
- Black-Scholes Model
- Case Study: Pricing and Valuation of Options (Black-Scholes)
- Monte Carlo Simulation
- Case Study: Pricing and Valuation of Options (Monte Carlo Simulation)
- Applications of Options
- Case Study: Downside Hedging Using Options

Financial Engineering and Structuring

- Basic Principles in Derivatives Structuring
- Structuring Investment Solutions Using Derivatives
- Structuring Corporate Hedging Solutions Using Derivatives

ABOUT THE TRAINER

PHILIP TE

Philip Te is known for his down-to-earth approach in teaching complex topics such as derivatives and risk management. He has conducted over fifty classes on financial derivatives (including derivatives accounting under IAS 39) for different banks, banking associations, insurance companies, corporations and educational institutions.

He is currently Vice President for a Client Solutions Group at a global commercial bank where he is involved in designing and structuring derivative solutions for corporate and insurance companies. Prior to this, he was with a commercial bank heading their financial engineering and structured products department. He has also worked at the Ernst & Young Financial Services Risk Management group where he handled multiple derivative audit support engagements.

Philip is a Chartered Financial Analyst (CFA) and a certified Financial Risk Manager (FRM). He is the author of the two-volume book on bank risk management published by Oxford University Press and the Asian Institute of Chartered Bankers.

**LEARNING
LEVEL : INTERMEDIATE**

This workshop introduces participants to the key principles and processes involved in the asset management industry

LEARNING OBJECTIVES

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

- Understand the financial services sector and the role of asset management
- Identify the key types of clients
- Describe different approaches to fund management
- Understand how fund managers make money
- Explore how fund performance is assessed

TRAINING METHODOLOGY

Draws on a blend of tutor-led sessions, individual exercises, group work, pop quizzes, simulations, Bloomberg screen shots, real life case studies and use of Excel wherever possible. This approach helps keep participants engaged throughout and provides them with practical skills, knowledge and insights to take back and apply in the workplace.

PARTICIPANT PROFILE

Participants part of the wealth/fund management business line looking to enhance their skills. Participants should already have a sound knowledge of finance fundamentals and capital markets.

PROGRAMME DETAILS

DATE : 25 – 26 JUNE 2018
TIME : 9:00 AM – 5:00 PM
VENUE : ASIAN BANKING SCHOOL

PROGRAMME FEE*

AICB MEMBER	NON-MEMBER
RM5,000	RM5,500

*PER PAX

PROGRAMME OUTLINE

- Principles of asset management
- Asset management policy, strategy and planning
- Managing asset life cycle decisions and activities
- Assessing and managing asset management risks
- The financial and business impact of asset management
- Asset management simulation

ABOUT THE TRAINER

CORPORATE LEARNING CONSORTIUM SDN BHD

RYAN SPENDELOW

Ryan is the director of MDATraining Hong Kong which serves APAC-based clients. He works with a broad range of clients, particularly focussing in the areas of investment banking, asset management and insurance. Often, his work involves helping clients apply financial and/or interpersonal skills in situations that require improvement in the performance of their business. Ryan is a passionate L&D professional having worked with clients from a range of industries. Having facilitated workshops throughout Europe, North America, the Middle East and Asia, he brings a global perspective whilst appreciating differing cultural requirements.

Ryan has previously worked in the financial services industry, initially for a New Zealand based stock broker before various roles at HSBC Asset Management in London. He has degrees in Mathematics and Education, as well as a Masters of Finance (First Class Honors)

JASON LEE

Jason delivers technical product training for banks, asset managers and investment firms globally. He has built up expertise in training participants ranging from experienced players to new joiners in the equities, fixed income, FX and derivative markets. He is also an expert in using industry leading platforms such as Bloomberg and Thomson Reuters. Jason's work experience covers corporates as well as financial services. Before joining MDA Training, Jason worked at Bloomberg covering the FX, Commodity and Fixed Income markets while conducting training for all new hires into the firm. He graduated from Ivey Business School in Canada with a distinction in Honours Business Administration. He has also studied in Tsinghua University on Developmental Economics. Jason's professional qualifications include the Claritas Investment Certificate by the CFA Institute, and is a level III candidate for the Chartered Market Technician (CMT) designation.

NOOPUR AGARWAL

Noopur delivers financial market domain training for investment bank operations. She has trained experienced banking professionals as well as new joiners on equities, fixed income, FX, derivatives markets, trade life cycle and MS excel application. She is experienced in conducting orientation programmes for new joiners. She is also an expert at conducting behavioural training. Noopur has over 6 years of experience in various departments of an investment bank. Before joining MDA Training, Noopur worked at Barclays as a financial trainer and colleague development partner for Mumbai IB operations. She completed her MBA in Global Banking and Finance from the University of Birmingham, UK. She also studied for her MSc in Finance from ICFAI University. Noopur's professional certifications include Level I and II of CISI Investments operations certificate (IOC).

ABOUT THE SCHOOL



The **ASIAN BANKING SCHOOL (ABS)** is the industry provider of premium learning development programmes. Dedicated to developing talent, it specializes in professional banking education and serves as a channel for intellectual content and thought leadership for the banking sector.

Created for the industry by the industry as an independent entity, ABS was built upon the decades-long experience of the Institute of Bankers Malaysia (IBBM) in delivering professional qualifications and training programmes. It was registered in 2012 and after its official launch by the Bank Negara Malaysia Governor at the end of 2013, ABS started full operations in August 2015.

At the helm of ABS is Chief Executive Officer Professor Colyn Gardner, who has had a long illustrious career immersed in banking. He has been a practising banker, a banking consultant to many of the world's largest banks and organisations, an innovative training course developer, a professor of banking, a successful Conference Speaker on banking topics and a corporate client of banks. He founded and built several companies that have listed on the London Stock Exchange, including DC Gardner Group plc; the largest and leading banking training consultancy of its time, and a name that is still respected around the world today. His entrepreneurial and innovative spirit, commitment and strength in the areas of talent development has him steering ABS towards its strategic direction in delivering highly regarded training for banking professionals internationally.

As one of the industry's preferred partners in learning and development, 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. It also provides specialised consulting services and tailored learning solutions to meet the specific needs of our clients.

Through its sector-leading customised and open enrolment Executive Education programmes including the ground-breaking Global Banking Leaders Programme with Cass Business School, City, University of London, and Summer School Programme with the University of Cambridge Judge Business School, ABS equips banks and its Senior Executives with the right knowledge to take them up and move them forward.

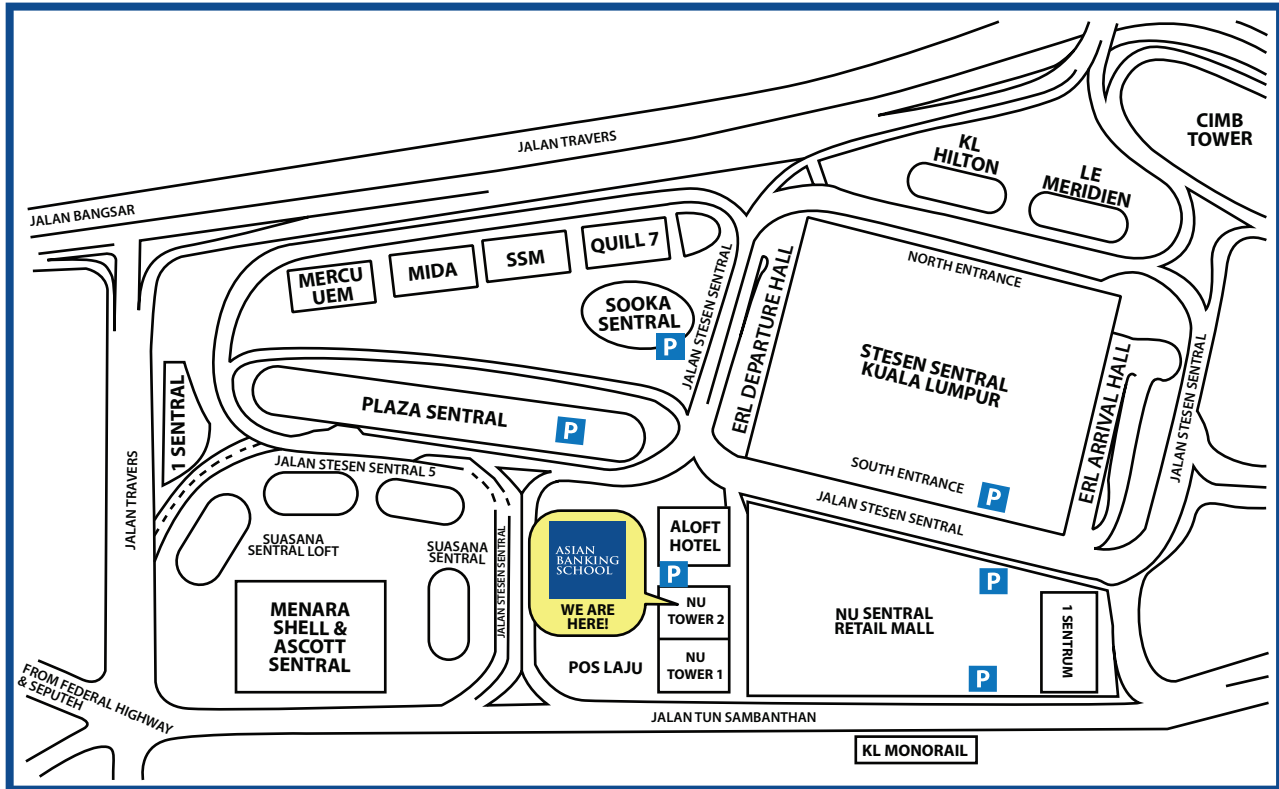
ABS works closely with the Asian Institute of Chartered Bankers in raising competency standards for the banking industry through the delivery of training workshops related to professional qualifications developed and awarded by the professional body.

ABS also 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.

Guided by the transformation blueprint for the Malaysian banking education landscape, it is the aim of ABS to innovate the approach of developing talent, and in turn raise the calibre and dynamism of professionals in the industry.

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
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50470 Kuala Lumpur Sentral
Kuala Lumpur, Malaysia

Tel : +603-2742 7822
Email : enquiries@asianbankingschool.com
Website: www.asianbankingschool.com



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Act 2001: Know Your Customer and Compliance
Trainer: Datin Dr. Lee Mei Pheng*

WWW.ASIANBANKINGSCHOOL.COM

For enquiries, please contact:

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