



ASIAN
BANKING
SCHOOL

20
23

**PUBLIC
PROGRAMMES**
JANUARY – JUNE



ABOUT OUR PROGRAMMES

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

Our open enrolment programmes are generally offered on a six-month interval to allow us to continuously review and update our course materials based on a more intuitive understanding of what banks and other financial institutions need in this fast-changing dynamic financial services landscape.

The programmes listed in the following pages are all HRD Corp and STF Credit claimable and are delivered in differing methods through face-to-face classrooms, online learning or hybrid. Many of these can be customised as in-house training to suit the needs of your organisation.

ABS also provides a broad spectrum of consultancy services to create tailor-made training programmes that are specifically aligned with your organisation's strategic learning requirements.

**OUR TRAINING PROGRAMMES ARE
GROUPED INTO THE BANKING AREAS OF:**

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

BANKING OPERATIONS

BRANCH MANAGEMENT

COMPLIANCE

CORPORATE FINANCE

CREDIT

DIGITAL BANKING

FINANCE / AUDIT

FINTECH / INNOVATION

INVESTMENT BANKING

LANGUAGE

MULTI-DISCIPLINES

PROFESSIONALISM & ETHICS

RELATIONSHIP MANAGEMENT

RISK MANAGEMENT

SOFT SKILLS

SUSTAINABLE FINANCE

TRADE FINANCE

TRANSACTION BANKING

TREASURY

WEALTH MANAGEMENT



CONTENTS

05

COMPLIANCE

15

DIGITAL BANKING

23

INVESTMENT BANKING

29

MULTI-DISCIPLINES

33

PROFESSIONALISM & ETHICS

38

RISK MANAGEMENT

46

SUSTAINABLE FINANCE

50

TRANSACTION BANKING

PROGRAMME CALENDAR 2023

PROGRAMME TITLE	LEARNING LEVEL & PLATFORM	PAGE	JAN	FEB	MAR	APR	MAY	JUN
COMPLIANCE Corporate Liability (Section 17A, MACC Act): Requirement for the Adequate Procedures to build "T.R.U.S.T" Principles and Practical Applications	Intermediate Online	05						26
Understanding Foreign Exchange Policy and Its Application in Banking Transaction	Foundation Face-to-face	07			15 – 16			
The Many Faces Of Financial Fraud And Scams In Malaysia	Intermediate Face-to-face	10						27
Masterclass in Anti-Money Laundering and Counter Financing of Terrorism (AML/CFT)	Intermediate Face-to-face	12					24 – 25	
DIGITAL BANKING AI Monetisation Strategies	Foundation Face-to-face	15			1 – 2			
Data & AI Strategies and Applications	Foundation Face-to-face	17			20 – 21			
Cybersecurity Governance and Practical Issues	Intermediate Online	19						12
Digital Transformation: "Banking is Necessary, Banks are Not"	Intermediate Face-to-face	21						7
INVESTMENT BANKING Cryptocurrency: Mechanics, Risk Management and Applications	Intermediate Online	23						19
Fundamentals of Financial Services: Investment Banking	Foundation Face-to-face	25					15	
Blockchain and Decentralised Finance (DeFi)	Intermediate Online	27						20
MULTI-DISCIPLINES The Future of Banking	Intermediate Face-to-face	29					8	
Rethinking HR for the Digital World – A Case-Based Approach	Intermediate Face-to-face	31						14
PROFESSIONALISM & ETHICS Business Ethics for Managers	Advanced Face-to-face	33					29	
Introduction to Ethics in Banking	Foundation Face-to-face & Online	35			6		17 – 26	
RISK MANAGEMENT Operational Risk Management	Intermediate Face-to-face	38			1			
Managing Wholesale Market Conduct	Intermediate Face-to-face	40		13				
Wholesale Market Conduct – Risk Assessment, Surveillance and Compliance	Intermediate Face-to-face	42		20				
Operationalising Conduct Risk Management	Intermediate Face-to-face	44			21			
SUSTAINABLE FINANCE Foundation in ESG Investing	Foundation / Intermediate Face-to-face	46			14			19
ESG and Sustainability: Customer Engagement for Sales Staff, Relationship Managers and Frontliners	Intermediate Face-to-face	48		27				
TRANSACTION BANKING Fraud and Risks Management in International Trade	Intermediate Face-to-face	50						1

Note: All information presented is correct at the time of publication but may be subject to change.



HRDC Prog No: 10001151636

CORPORATE LIABILITY (SECTION 17A, MACC ACT): REQUIREMENT FOR THE ADEQUATE PROCEDURES TO BUILD "T.R.U.S.T" PRINCIPLES AND PRACTICAL APPLICATIONS

This half-day programme focuses on the prevention of corruption in relation to the Corporate Liability Provision and its impact on commercial organisation. It will discuss the framework and understanding required in reliance to the Guidelines on Adequate Procedures. It is based on the principle of T.R.U.S.T and provides companies the defence mechanism from being penalised for offences related to bribery and corruption. Participants will also gain knowledge and understanding.

PROGRAMME DETAILS

Date : 26 June 2023

Time : 9.00 am – 1.00 pm

Training Platform : Online (Zoom)

PROGRAMME FEES*

RM1,100	RM1,400
AICB member	Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Interpret the key features of the 2018 amendment of the corporate liability provision under Section 17A of MACC Act
- Understand the requirement under the T.R.U.S.T principles and practical applications
- Develop the knowledge to establish the anti-corruption programme based on "Adequate Procedures"
- Promote business integrity by strengthening businesses' awareness and ability to mitigate the corruption risks through practical applications

TRAINING METHODOLOGY

Lectures, interactive discussion & sharing of experiences

PARTICIPANT PROFILE

Integrity Officers, Risk Management Officers, Auditors, Directors, Executive Officers (C-suite), Company Secretaries, Firm Partners, General Counsels, Accountants, Corporate Consultants, Corporate Advisory Professionals, Financial Controllers, Compliance Managers, Human Resource Staff, Managers and Executives.

PROGRAMME OUTLINE

Overview of Bribery & Corruption Offences

- » Definition of bribery & corruption
- » Causes and impact of corruption to the community and nation
- » Identify the initiatives or programme for combatting corruption

Corporate Liability Provision – Section 17A of MACC Act 2009 (Amendment 2018)

- » Legislation of corporate liability in corruption from international and Malaysia's perspective
- » Objective of enforcing corporate liability provision as per amended Section 17A
- » Offence by Commercial Organisations
- » Trivia on UK Bribery Act and US FCPA
- » Malaysian Law: applicable anti-corruption laws, recent cases and enforcement
- » Lessons from international case studies

Ministerial Guideline on Principles of Adequate Procedures (T.R.U.S.T)

- » Adequate procedures based on the adequate procedure compliance checklist
- » Adopting the ISO Anti-Bribery Management System (ABMS)
- » Internal communication and training/awareness raising to 3rd parties
- » Compliance programme to reflect the five principles of TRUST

Case Study & Best Practices Initiative

- » Based on United Kingdom Bribery Act
- » Foreign Corrupt Practices Act
- » Malaysian Anti-Corruption Commission Act
- » United Nations Convention against Corruption
- » Anti-Corruption Initiative for Asia Pacific

ABOUT THE TRAINER

AAZAD ANANTHAN

Aazad Ananthan has 23 years of working experience in foreign banks including in Labuan offshore banks. During his tenure as a Trade Finance Manager at several banks in Labuan, he was responsible for overseeing the project to set up their Trade Finance Department and SWIFT payment system. Later, while heading the Compliance Department in these banks, he also managed the implementation of policy and procedures pertaining to the overall trade finance operations and compliance.

Aazad holds a Bachelor of Jurisprudence (Law) from Universiti Malaya (UM), a Bachelor of Business Administration from Universiti Utara Malaysia and a Master of Commercial Law at University Malaya. He has an Advanced Certification in AML/CFT jointly awarded by the Asian Institute of Chartered Bankers and International Compliance Association in collaboration with the University of Manchester Business School; and Certified Integrity Officer (CeIO) qualification awarded by MACC Academy. Aazad specialises and delivers training in the subjects of anti-money laundering/ counter-financing of terrorism, sanctions compliance, anti-bribery/corruption (ABC) and provides consultancy work related to AML/CFT policy and procedures for the financial industry. He is a Senior Consultant and Integrity Officer at the Asian Banking School and is also a HRDF certified trainer.

HRDC Prog No:
10001157705

UNDERSTANDING FOREIGN EXCHANGE POLICY AND ITS APPLICATION IN BANKING TRANSACTIONS

Foreign Exchange (FE) Policy is part of broad prudential toolkits that generally aim to preserve Malaysia's monetary and financial stability. The policy has become a 'compliance-focused area' among financial institutions in Malaysia and bank officers are to have comprehensive understanding of the policy to ensure reasonable compliance and are able to adopt market standards in the due diligence process.

This 2-day programme will explain the rules within the FE Policy and how they are being applied in banking transactions. All 7 Notices in the policy will be covered including the Directions to Financial Institutions and Minimum Due Diligence. Quizzes and case studies will also be incorporated to reinforce the learning.

PROGRAMME DETAILS

Date : 15 – 16 March 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM2,400 | RM2,700

AICB member

Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Interpret key rules of the FE policy
- Apply respective rules in banking transactions
- Undertake appropriate due diligence measures to ensure compliance

TRAINING METHODOLOGY

Interactive presentation, case scenarios, quizzes and sharing of practical experience

TRAINING REQUIREMENTS

Must have a minimum of 2 years working experience in handling banking transactions involving FE Policy

PARTICIPANT PROFILE

Staff in Banking Institutions with working experience of at least 2 years in any business units or back-office department who deals with banking transactions involving FE Policy rules

PROGRAMME OUTLINE

Overview of Foreign Exchange (FE) Policy

- » FE Rules by Balance of Payment components
- » Balancing between the benefits and costs of capital flows
- » FE Rules by Legal Notices
- » Laws applicable to the FEA Rules
- » FE rules of neighboring countries

Directions to Financial Institutions

- » General operational requirements
- » Requirements for submission of report on breaches and non-compliances

Understanding the Structure and Rules of FE Policy

- » 4Ws Approach
- » Activity / Discussion

Key terminologies in FE Policy

- » Resident & non-resident, Labuan entities, group of entities, parent-subsidiary relationships etc

Hedging of currency and dealings in gold and precious metal (Notice 1)

- » Key pointers
- » Related definitions
- » Dealings in currency by Resident: buying & selling of foreign currency against the Ringgit
 - Own account transaction
 - Dynamic hedging framework for institutional investors
 - Transaction on behalf of related entities or clients
- » Dealings in currency by non-resident: buying & selling of foreign currency against the Ringgit
 - Own account transaction
 - Dynamic hedging framework for institutional investors
 - Transactions on behalf of related entities or clients
- » Appointed overseas office framework
- » Buying and selling of foreign currency against another foreign currency by residents and non-residents
- » Dealings in gold and other precious metals
- » Foreign Currency Trading
- » Case Scenarios

Obtaining and Extending of Borrowing and Guarantee (Notice 2)

- » Key pointers
- » Related definitions
- » Borrowing by resident individual, sole proprietor, partnership and entity in :
 - Ringgit from non-resident
 - Foreign currency from resident and non-resident
- » Borrowings by non-residents in Ringgit and foreign currency
- » Exchange of debts
- » Financial & non-financial guarantee
- » Case Scenarios

Investment in Foreign Currency Assets (Notice 3)

- » Key pointers
- » Classifications of investment transactions
- » Investment in foreign currency asset by
 - resident individual, sole proprietor and partnership
 - resident entity
 - resident intermediaries
- » Case Scenarios

Payments, Receipts and Account Operations (Notice 4)

- » Key pointers
- » Related definitions
- » Payment and receipts for approved transactions
- » Payment involving Specified Persons and Restricted Currency
- » Payment/receipts in Ringgit between
 - a non-resident and resident
 - non-residents
- » Opening and maintaining of Ringgit account by non-resident
- » Management of Ringgit Assets by NR Financial Institution or NR Intermediary
- » Payment/receipts in Foreign Currency between:
 - residents
 - resident & non-resident
- » Opening and maintaining of foreign currency accounts
- » Case Scenarios

Issuance of Securities and Financial Instruments (Notice 5)

- » Issuance of Security and Islamic Security by resident & non-resident
- » Issuance of financial instruments and Islamic financial instruments by licensed financial institutions and Bursa Malaysia
- » Subscription or transfer of security or financial instrument
- » Case Scenarios

Import and export of Currency (Notice 6)

Export of goods and retention of its proceeds (Notice 7)

- » Key pointers
- » Related definitions
- » Scope of exports of goods
- » Repatriation required of proceeds of export of goods
- » Payment of proceeds of export of goods in Ringgit
- » Case Scenarios

ABOUT THE TRAINER

SHHRUL ADZUAN AHMAD

Shahrul Adzuan Ahmad is a Training Consultant at the Asian Banking School and has 27 years of working experience in the banking sector, with 24 of those years doing training and development at several banks.

His working experience includes branch operations, credit, training administration support as well as developing, delivering, and facilitating training programmes. The training programmes that he has conducted include Foreign Exchange Policy (formerly known as Foreign Exchange Administration Rules), credit, AML/CFT, leadership development and soft skills. At the Asian Banking School, Shahrul has conducted multiple training programmes relating to the Foreign Exchange Policy, Certified Credit Executive (CCE) and Retail Credit Professional (RCP). He also maintains a steady working relationship with the Foreign Exchange Policy Department of Bank Negara Malaysia for regular industry updates and training requirements as well as matters related to the Foreign Exchange Policy.

Shahrul holds a Bachelor of Science degree in Human Resources Development from the University of Technology Malaysia and a Diploma in Banking Studies from the Institute of Technology MARA (now known as the University of Technology MARA). He is a Certified Training Professional (CTP), DiSC - Certified Behavioural Consultant (CBC) and Certified HRDF Trainer.

THE MANY FACES OF FINANCIAL FRAUD AND SCAMS IN MALAYSIA



HRDC Prog No:
10001152653

Despite extensive coverage in the media, many people still fall victim to fraudsters and scammers. This 1-day programme provides an insight into the different types of scam techniques, and the psychology of fraudsters, scammers and victims. Participants will be taught how to recognise the different approaches of fraudsters and scammers and avoid the pitfalls and charms that come with it.

PROGRAMME DETAILS

Date : 27 June 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,400 | RM1,700
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Understand the importance of awareness, detection and prevention of frauds and scams
- Recognise the various types of scams in Malaysia
- Identify the types of fraud and the evolution of fraud
- Identify the various types of red flags of fraud and creative accounting
- Examine the fraud implications and psychology of things
- Prevent or avoid being a victim of scam

TRAINING METHODOLOGY

Lecture including sharing best market practices, practical experience, interactive discussions, videos, exercises, case studies and quizzes

PARTICIPANT PROFILE

Credit officers, heads of departments, branch managers, legal officers, compliance officers and auditors

PROGRAMME OUTLINE

What is fraud?	Fraud prevention and detection – credit card, identity and others
Evolution of fraud	Case of MH370
Why do people commit fraud?	Psychology of things of fraudsters
Who commits fraud?	Scams in Malaysia – how to avoid being a victim
Classifications of types of fraud	Bank Negara Malaysia’s commitment on fraud
Types and importance of red flags of fraud	Fraud and creative accounting

ABOUT THE TRAINER

DR LIM GUAN CHYE

Lim Guan Chye (GC) is the Director of Commercial Banking Training at the Asian Banking School. He has 25 years of experience as a banker with several local and foreign banks in the capacity as Regional Manager and Branch Manager; and is well-versed with credit evaluation/assessment, banking operations, branch management and the legal aspects of banking.

GC also has worked for 10 years in group companies including a public listed company in various senior management capacities such as Finance Director and Group General Manager. He is a life-long learner and is passionate about sharing his experiences in banking and business. He recently published his 2nd book entitled “The Quick Guide Series – About Business & Banking” in January 2021.

GC holds a 2nd Upper Honours Degree in Economics from the University of Malaya and a DBA from the EU Business School, Geneva in 2019. He is a Certified Credit Professional awarded by IBBM (now known as the Asian Institute of Chartered Bankers) and a certified trainer awarded by the Finance Accreditation Agency and HRDF (now known as HRD Corp).

MASTERCLASS IN ANTI-MONEY LAUNDERING AND COUNTER FINANCING OF TERRORISM (AML/CFT)

The Masterclass in Anti-Money Laundering and Counter Financing of Terrorism (AML/CFT) is designed for middle to senior level officers and managers looking to deepen their understanding of the complexities surrounding AML/CFT today.

This masterclass is a comprehensive 2-day programme covering a wide range of AML/CFT topical issues. Participants will gain knowledge and understanding of AML/CFT guidelines in Malaysia, its functions as well as industry specific case studies in facilitating discussions.

PROGRAMME DETAILS

Date : 24 – 25 May 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM2,000 | RM2,300
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Analyse and apply the work processes for Money Laundering and Terrorism Financing
- Apply the 'Know Your Customer Policy' (KYC) and Customer Due Diligence (CDD), Enhanced Customer Due Diligence (ECDD), RBA and reporting of STR
- State the responsibilities of Reporting Institutions (RIs) under AMLATFPUAA 2001 BNM Guidelines and understanding the standards of International bodies on AML/CFT
- Distinguish the different supporting regulations, in-depth discussion on the law enforcement agencies' (LEAs') roles and case reviews
- Relate the typological trends in AML/CFT

TRAINING METHODOLOGY

Industry practitioner-led workshop with lecture, discussions and case studies

PARTICIPANT PROFILE

- All staff of AML/CFT Compliance and Financial Crime Officers
- Managers with responsibility for Internal Compliance Controls, Business and Relationship Management
- Government-Linked Companies (GLCs), State Owned Companies and Registered Persons
- Audit Staff, Accountants, Company Secretaries and Legal Practitioners
- Digital Currencies and Fintech Developers/Operators
- All Reporting Institutions staff under AMLA 2001 First Schedule

PROGRAMME REQUIREMENTS

- Officer and managers dealing with AML/CFT matters
- Have the ability to complete the reading and written aspects of the programme in English
- Have relevant qualifications in the related area (optional but an added advantage)

PROGRAMME OUTLINE

Money Laundering and the Financing of Terrorism

- » Definition and background to money laundering and terrorism financing
- » Stages of money laundering and terrorism financing
- » Various techniques used to launder illegitimate income and terrorism financing

International Legal Framework and Standards on AML/CFT

- » Role of leading international organisations, regulations and agencies
- » Global AML/CFT developments

AMLATFPUAA 2001

- » Anti-Money Laundering Laws in Malaysia
- » AML/CFT obligations and their impact on operations for Sector 1 – 6
- » Anti-Money Laundering measures in the Labuan International Business and Financial Sector
- » The nature of predicate offence as a serious offence or a foreign serious offence
- » Regulatory framework and the scope of investigation, freezing, seizure and forfeiture of assets

AML/CFT Guidelines and Regulatory Framework

- » AML/CFT policies issued by Bank Negara Malaysia, Securities Commission (SC) and Labuan Financial Services Authority (LFSA)
- » Important components under Risk-Based Approach (RBA) and level of due diligence applied under various risk levels
- » Importance of identifying the higher risk customers and applying higher level of monitoring
- » Enforcement agencies actions and reporting obligations

KYC Policy: Importance and Implementation

- » Customer Due Diligence (CDD), Enhanced Customer Due Diligence (ECDD)

- » Ongoing CDD
- » Ultimate Beneficial Owner

Suspicious Transaction Report (STR)

- » Reporting mechanisms
- » Triggers for submission of suspicious transactions based on irregularity of transaction patterns or customer's behaviour
- » Report submission and the repercussion of Tipping Off

Implication of Non-Compliance in AML/CFT

- » Various types of risk
- » Impact of non-compliance of AML/CFT to the Reporting Institutions (RIs) and country

Sanctions

- » Common and specific features of the various sanctions regime
- » Sanctions and countermeasures
- » Case studies

ML/TF Typologies

- » Recent and emerging typologies in money laundering and terrorism financing activities

ABOUT THE TRAINER

AAZAD ANANTHAN

Aazad Ananthan has 23 years of working experience in foreign banks including in Labuan offshore banks. During his tenure as a Trade Finance Manager at several banks in Labuan, he was responsible for overseeing the project to set up their Trade Finance Department and SWIFT payment system. Later, while heading the Compliance Department in these banks, he also managed the implementation of policy and procedures pertaining to the overall trade finance operations and compliance.

Aazad holds a Bachelor of Jurisprudence (Law) from Universiti Malaya (UM), a Bachelor of Business Administration from Universiti Utara Malaysia and a Master of Commercial Law at University Malaya. He has an Advanced Certification in AML/CFT jointly awarded by the Asian Institute of Chartered Bankers and International Compliance Association in collaboration with the University of Manchester Business School; and Certified Integrity Officer (CeIO) qualification awarded by MACC Academy. Aazad specialises and delivers training in the subjects of anti-money laundering/ counter-financing of terrorism, sanctions compliance, anti-bribery/corruption (ABC) and provides consultancy work related to AML/CFT policy and procedures for the financial industry. He is a Senior Consultant and Integrity Officer at the Asian Banking School and is also a HRDF certified trainer.



AI MONETISATION STRATEGIES

Monetising your artificial intelligence (AI) initiatives comes in many flavours. You can focus on using AI to improve your organisation's productivity and drive down costs. You can also create new revenue opportunities with AI by making actionable insights available to clients. This 2-day programme shows how multiple aspects of the organisation needs to come together – from creating a data-driven culture and conceiving new datasets, to governing its data and knowing how to build data-powered products – to create a money-making factory powered by AI.

PROGRAMME DETAILS

Date : 1 – 2 March 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM2,400 | RM2,700
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Monetise their data assets using advanced analytics and AI
- Walk away with a list of monetisation “quick wins” – industry use cases they can start right away in their organisation

TRAINING METHODOLOGY

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

PARTICIPANT PROFILE

Middle to senior level executives from all divisions

PROGRAMME OUTLINE

The Artificial Intelligence Landscape

- » Understanding the importance of Big Data and AI, concepts and applications in the digital economy

Organisational Big Data Analytics and AI Maturity

- » Different stages of Big Data Analytics and AI Maturity stages (descriptive, diagnostic, predictive and prescriptive) and the applications

The AI Ecosystem

- » Structured format from data ingestion to analytics, reporting and actionable insights

The Operations and Money-Making Data Scientist

- » Capability of different roles in AI Ecosystem

AI Systematic Approach to Starting an AI-driven Project

- » Structured methodology for high-impact analytics projects

AI-driven Use Cases

- » Leading practices of local and global companies in applications of AI

Group Activity

- » AI-driven monetisation business case brainstorming and prioritisation

ABOUT THE TRAINER

TECK GUAN

Teck Guan has been working as a software practitioner primarily in the development area. He had previously worked in Accenture as a consultant to help clients in digital transformation to improve business processes and customer experiences. He has more than 10 years of working experience in different MNCs helping the companies to develop systems as part of the digital transformation journey in different industries.

He is a part time lecturer at one of the local universities and has conducted numerous face to face classes primarily Microsoft Excel, Big Data Science, Big Data Strategy and AI monetisation. In addition, he has also conducted virtual online training in Data Science especially during the MCO period for local and overseas candidates. Teck Guan has a Master degree in Data Science from University of Malaya and Bachelor Degree in Information and Communication Technology from the Universiti Teknologi PETRONAS. His core professional strengths include system development, data science and project management.

PETER KUA

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

Peter has conducted training in areas that includes public masterclasses in Big Data Strategy for NTT Data, PAS Selangor, CIIF, PosAviation Hitachi, FGV, Perodua Maxis, SIRIM, and Principal Asset Management CIMB. In addition, he also trained several in-house Big Data Strategy workshops for organisations such as OCBC, Keysight, TNB, TM One, and Johnson Johnson. During the MCO period, Peter conducted several Big Data Strategy virtual classes for Citibank, Alliance Bank, Bank Islam, Intel, Osram, Dell, Sarawak Energy, Optics Balzers Penang Port, and Maxis Broadband. Peter's core professional strengths include data science and big data strategies, web development and project management. His industry experience includes the media, internet, manufacturing, FMCG, e learning and agriculture.

HRDC Prog No:
10001254094

DATA & AI STRATEGIES AND APPLICATIONS

This 2-day programme aims at realising the promises of Big Data and Artificial Intelligence in driving successful data and insights driven organisations. Participants will gain an understanding of the key elements and considerations needed to ideate and develop high-value BDA and AI applications. This is a non-technical strategic class.

PROGRAMME DETAILS

Date : 20 – 21 March 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM2,400 | RM2,700
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Appreciate the Big Data and AI ecosystem and how it applies to various industry business cases, specifically the retail industry
- Gain a strategic understanding on how they can develop high-impact advanced analytics
- Walk away with a list of “quick wins” – industry use cases they can start right away in their organisation

TRAINING METHODOLOGY

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

PARTICIPANT PROFILE

Middle to senior-level executives from all divisions

PROGRAMME OUTLINE

Understanding the Importance of Big Data and AI, Concepts and Applications in the Digital Economy
» Introduction of Big Data and AI

Leading Practices of Local and Global Companies in Applications of Advanced Analytics
» Understanding how local and global companies are using Data & AI

The Analytics Maturity Landscape (Descriptive, Diagnostic, Predictive and Prescriptive)
» Understand the different stages of Analytics Maturity stages and the applications

Understanding BDA/AI Ecosystem (from ingestion to analytics to organisational transformation)
» Different skillsets and technology in the BDA/AI Ecosystem

Assessing BDA/AI Talents and Skills Needed
» Skillsets and capabilities required for the Data and AI talents

Data Storytelling
» Understanding how to bring attention to key insights of the data

A Systematic Approach to starting a BDA/AI project
» Structured methodology for high-impact analytics project

Group Activity
» AI-driven monetisation business case brainstorming and prioritisation

ABOUT THE TRAINER

TECK GUAN

Teck Guan has been working as a software practitioner primarily in the development area. He had previously worked in Accenture as a consultant to help clients in digital transformation to improve business processes and customer experiences. He has more than 10 years of working experience in different MNCs helping the companies to develop systems as part of the digital transformation journey in different industries.

He is a part time lecturer at one of the local universities and has conducted numerous face to face classes primarily Microsoft Excel, Big Data Science, Big Data Strategy and AI monetisation. In addition, he has also conducted virtual online training in Data Science especially during the MCO period for local and overseas candidates. Teck Guan has a Master degree in Data Science from University of Malaya and Bachelor Degree in Information and Communication Technology from the Universiti Teknologi PETRONAS. His core professional strengths include system development, data science and project management.

PETER KUA

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Peter has conducted training in areas that includes public masterclasses in Big Data Strategy for NTT Data, PAS Selangor, CIIF, PosAviation Hitachi, FGV, Perodua Maxis, SIRIM, and Principal Asset Management CIMB. In addition, he also trained several in-house Big Data Strategy workshops for organisations such as OCBC, Keysight, TNB, TM One, and Johnson Johnson. During the MCO period, Peter conducted several Big Data Strategy virtual classes for Citibank, Alliance Bank, Bank Islam, Intel, Osram, Dell, Sarawak Energy, Optics Balzers Penang Port, and Maxis Broadband. Peter's core professional strengths include data science and big data strategies, web development and project management. His industry experience includes the media, internet, manufacturing, FMCG, e learning and agriculture.



HRDC Prog No: 10001254119

CYBERSECURITY GOVERNANCE AND PRACTICAL ISSUES

This 1-day programme seeks to critically examine the laws and increased technology risks that have emerged in this digital age from the use of information technology (IT) and the Internet. Further to that, it will explore and analyse various strategies, action plans, processes, approaches and solutions that may be employed to address technology risk exposure, mitigate cyber risks and to strengthen the bank's technology resilience against operational disruptions in this digitalised world.

PROGRAMME DETAILS

Date : 12 June 2023

Time : 9.00 am – 5.00 pm

Training Platform : Online (Zoom)

PROGRAMME FEES*

RM1,600 | RM1,900

AICB member

Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Understand key concepts of cybersecurity, identify key risk issues and mitigating factors
- Be aware of the RMIIT policy requirements and overall responsibilities on governance of cybersecurity strategy and technology risk management
- Understand how to fulfil the regulatory requirements and be continuously engaged in cybersecurity
- Manage technology risk and implement critical technology operations in order to facilitate strategic decision making and take effective cybersecurity measures

TRAINING METHODOLOGY

Lectures, discussions, Q&A

PARTICIPANT PROFILE

Bank-wide; in particular, senior executives and managers from compliance, IT, Risk, etc

PROGRAMME OUTLINE

The Cybersecurity Concern and Governance

- » Key Concepts
- » Why cybersecurity is a serious concern
- » Consequences of cybersecurity breaches
- » Business Continuity Management
- » BOD and Senior Management's accountabilities
- » Roles and responsibilities of officers

Technology Risk Management

- » Cyber threats
- » Understanding and assessing the risks
- » Minimise the impacts and implement controls
- » Audit of the controls
- » Making a quick recovery in event of a cybersecurity incident

Taking Cybersecurity Measures and Meeting Legal and Regulatory Requirements

- » Setting the culture of a proactive cybersecurity mindset
- » Strengthening technology resilience against operational disruptions
- » Increasing vigilance and capability to respond to emerging threats
- » Cybersecurity risk management and control measures
- » Ensuring continuous availability of essential financial services to customers and adequate protection of customer data

Workshop: Case Studies on Cybersecurity

RMIT policy document (issued 19 June 2020; wef.1 Jan 2020)

- » An overview of the RMIT and other applicable legal instruments and policy documents
- » Roles and responsibilities
 1. Governance
 2. Technology Risk Management
 3. Technology Operations Management
 4. Cybersecurity Management
 5. Technology Audit
 6. Internal Awareness and Training
- » Control Measures

ABOUT THE TRAINER

DATIN DR LEE MEI PHENG

Datin Dr Lee Mei Pheng is 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.

She had previously served at OCBC Bank in Malaysia as Head of the Legal department and Assistant Vice President of the Kuching Branch in Sarawak for ten years and since 1984, been a leading consultant and lecturer for international financial institutions and large corporations. She is also a course director for Euromoney Training in Hong Kong. Her other professional contributions include being a consultant, commissioned author, editorial reviewer and specialist for LexisNexis, AICB and Oxford publications, an external assessor for business and company Law at Wawasan Open University, Penang and author of many publications.

Datin Dr Lee holds a Doctor of Philosophy (Laws) from the University of Liverpool, England, specialising in Banking and Finance Law, with her PHD research on banking fraud. She also holds an LLB First Class Honours degree from the University of Malaya and was a Fellow of the Faculty of Law. She resides on the Gold Coast, Australia and since 2000, has been an Adjunct Associate Professor with the Faculty of Law at Bond University, Queensland, Australia. She is a Fellow of the Financial Services Institute of Australasia and Tim Fischer Centre for Global Trade and Finance, as well as a Member of the Law Advisory Board, Bond University, Australia. She is also an Associate Fellow of the Institute of Bankers, Malaysia (now known as Asian Institute of Chartered Bankers or AICB).

Presently, she is also a member of the Institute of Company Directors Malaysia and the Singapore Institute of Directors.



HRDC Prog No: 10001155743

DIGITAL TRANSFORMATION

“BANKING IS NECESSARY, BANKS ARE NOT”

- BILL GATES

It has taken years to fully understand what Bill Gates meant when he said, “Banking is necessary, banks are not”. He said it in 1994 and it is becoming true. Advances in technology are causing the banking industry to develop faster with the focus on efficiency, transparency and better customer experience. The current digital revolution is disrupting the way people bank, directed by evolving customer needs, behaviours and expectations. Customers now expect an anytime, anywhere personalised user experience – i.e., banking everywhere, not necessarily at a bank!

At the same time, Covid-19 has disrupted ‘normal’ banking and reset it to the ‘new normal’ to where traditional standard operating procedures were dismantled in favour of agility and the use of online technology to tackle unforeseen marketplace disruption. It exposes the importance of digital offerings to maintain customer onboarding, customer relationship and customer centric mobile banking facilities.

Now more than ever, traditional bankers need to adapt and evolve in order to face the challenges ahead as challenger banks and new FinTech companies explore and experiment with innovations and new technologies to build or create the bank of the future.

This intensive 1-day programme presents the overview of what digital transformation means, what role they will play, and assist in preparing bank staff for the future when banks will shift their concentration to new technologies.

PROGRAMME DETAILS

Date : 7 June 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,200 | RM1,500
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Recognise and take advantage of new opportunities presented by FinTech
- Understand the key fundamental technologies and principles behind the evolution of FinTech
- Obtain market intelligence and insights of established FinTech models in leading markets
- Comprehend the ever-evolving customer behaviour in banking
- Identify gaps at the current workplace and conceptualise changes with FinTech models
- Understand why digital transformation fails

TRAINING METHODOLOGY

Lectures, case studies and video presentations

PARTICIPANT PROFILE

Executives who desire to upskill themselves to embrace the digital transformation in banking

PROGRAMME OUTLINE

Module 1

What is Disrupting Banking and Finances?

- » The importance of technology in Finance
- » Evolution of banking and the mobile revolution
- » FinTech innovation
- » Adoption of emerging technologies
- » Case Study – Ant Financial

Module 2

The ABCDs of Future Banking

- » AI – Artificial Intelligence
- » Block Chains
- » Cloud Computing
- » Data is the new oil
- » Case Study – AI and Data Analytics

Module 3

Emerging Innovation in FinTech

- » Challenger and Neo banks
- » Payment Systems
- » Peer to Peer Lending
- » Crowd Funding
- » FinTech competitors in Malaysia (2020)
- » Case Study – Challenger/Neo Banks

Module 4

Digital Transformation

- » First Principles Design Thinking
- » Agile organisation - cultivating a digital culture
- » Technology fallacy and human capital
- » Case Study – Digital Transformation of DBS

ABOUT THE TRAINER

DR PARAMSOTHY VIJAYAN

Dr Vijay 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.

He 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).

Dr Vijay 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).



HRDE Prog No: 10001184897

CRYPTOCURRENCY: MECHANICS, RISK MANAGEMENT AND APPLICATIONS

This 1-day programme will introduce the practical aspects of cryptocurrencies from an investment and risk management perspective. It approaches cryptocurrencies not from a crypto maximalist or minimalist point of view but rather from a more objective septic point of view. The intended audience of this programme is a banker with none or little knowledge of cryptocurrencies and want to approach the subject from a banking perspective.

PROGRAMME DETAILS

Date : 19 June 2023

Time : 9.00 am – 5.00 pm

Training Platform : Online (Zoom)

PROGRAMME FEES*

RM1,700	RM2,000
AICB member	Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Describe the role of cryptocurrencies in the financial system
- Explain the ecosystem of Bitcoin
- Identify and assess risks in investing in cryptocurrencies
- Discuss the regulatory implications of cryptoassets according to Basel
- Understand what a global central bank digital currency might do

TRAINING METHODOLOGY

Interactive presentation and sharing of practical experience

PARTICIPANT PROFILE

Beginner or intermediate investors, portfolio managers, traders, risk management, corporate finance, economists, researchers and strategists

PROGRAMME OUTLINE

Brief History of Money - Functions of Money, What is Money	» Wallet Risk » Regulatory Risk Basel Committee: Prudential Treatment on Cryptoasset Exposures
The Evolving History of Bitcoin - Bitcoin as Digital Gold	
Bitcoin and Blockchain - the Big Picture	Central Bank Digital Currencies
Elements of Cryptocurrencies	Laying Out the Arguments » Bitcoin Maximalist » Bitcoin Minimalist » Compromise View
Basics of Cryptocurrencies	
» What is Bitcoin and Blockchain?	
» The Ecosystem of Bitcoin	
» Cryptography	
» Consensus Protocol	
Risks in Cryptocurrencies	Crypto Asset Investing » Fundamental Analysis » Technical Analysis » Crypto Asset Classes » Investment Themes
» Market Risk	
» Credit Risk	
» Liquidity Risk	

ABOUT THE TRAINER

PHILIP TE

Philip is currently Director for Financial Markets for a global wholesale bank based in Singapore. Prior to this, he was Vice President under financial markets in Singapore. He was previously Head of the Structured Products and Financial Engineering Department of a local commercial bank and a Senior Associate at the Ernst and Young Financial Services Risk Management and Quantitative Advisory Services group.

Philip is the author of a two-volume book on Bank Risk Management published by Oxford University Press and Asian Institute of Chartered Bankers. He is also the author of the book "Bank Risk Management Primer" published by the Bankers' Association of the Philippines and the SEC Module on Risk Management. He is currently writing a book on corporate hedging entitled "7 Habits of Highly Effective Hedgers" to be published soon internationally.

He is the Program Director for the Quantitative Finance and Risk Management Program for the Ateneo Center for Continuing Education. He has lectured extensively on financial risk management, black swan and anti-fragile risk management, Basel III, derivatives, IAS 39/IFRS 9, option pricing, corporate treasury management and strategic issues in hedging. He is also the Program Director the Value Investing Program for the Ateneo Center for Continuing Education.

He is a Chartered Financial Analyst (CFA), Financial Risk Manager (FRM), Energy Risk Professional (ERP) and Certified Public Accountant (CPA). He placed 2nd in the May 2007 Certified Public Accountants Exam.

FUNDAMENTALS OF FINANCIAL SERVICES : INVESTMENT BANKING



HRDC Prog No:
10001154489

This 1-day programme will provide participants with an understanding of the roles and responsibilities of licensed intermediaries and other representatives, and the regulations governing the business activities and market practices in the Malaysian capital markets. It will also provide an overview of Investment Banking and the common forms of financing and solutions in Investment Banking.

PROGRAMME DETAILS

Date : 15 May 2023
Time : 9.00 am – 5.00 pm
Venue : Asian Banking School

PROGRAMME FEES*

RM1,400 | RM1,700
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Identify the overall financial systems and regulatory framework that affects the local capital markets
- Explain the capital and money markets and how they can be used by Investment Bankers to help their clients
- Propose relevant financial or capital market instruments to clients

TRAINING METHODOLOGY

Lecture including presentations, case studies and discussions

PARTICIPANT PROFILE

Analysts, market strategists, financial consultants, relationship managers, sales and corporate planning personnel, risk managers and anyone who is interested in the fundamentals of Investment Banking

PROGRAMME OUTLINE

Module 1

Overall Financial Systems

- » Regulatory developments and supervisory assessments
- » Developments in risk management and regulatory requirements

Module 2

Capital and Money Markets

- » Understand financial markets including the exchange traded market, over-the-counter market, money market, bond market and equity market
- » Growth of capital market products and services to promote economic growth

Module 3

Investment Decisions in the Financial System

- » Sources of financing decision, trends in rising capital, capital structure, classification of bond market MGS and corporate bond
- » Debt financing services, bond valuations, convertible bonds and credit rating

Recent Evolution in Investment Banking

- » Digitalisation and technology trends impacting the capital markets
- » New products and solutions

ABOUT THE TRAINER

CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years of experience working in the banking industry with local and foreign banks in various roles and capacities. A seasoned professional, Wee Leong brings with him broad experience as a former banker and management consultant.

Wee Leong started his career at Citibank in 1993 before joining US management consultancy firm Accenture in 1997. At Accenture, he was involved in managing large bank merger-integration, process re-engineering and transformation projects. He has worked in projects in various countries including Hong Kong, China, Singapore, Indonesia, Thailand, Mauritius and Saudi Arabia. In 2003, Wee Leong joined CIMB as its Head of Operational Risk Management and led the implementation of the bank's operational risk management and Basel 2 – Operational Risk framework. Subsequently, he assumed various senior roles in Trade Finance, Regional Transaction Banking, Corporate Banking, Treasury and Markets division and Group CEO office at CIMB. His last role at CIMB was as Director, Group Strategy.

Wee Leong holds a Bachelor of Business Administration from the USA and a Master of Business Administration (with Distinction) from the Anglia Ruskin University, United Kingdom. He obtained training from Citibank Asia Pacific Banking Institute in Singapore in 1995. He is a certified Chartered Banker, Finance Accreditation Agency (FAA) Certified Training Professional and a holder of the PRINCE2 Foundation and Practitioner Certificate in Project Management.

LEARNING LEVEL | INTERMEDIATE

AICB 8 CPD HOURS

BLOCKCHAIN AND DECENTRALISED FINANCE (DEF)



HRDC Prog No:
10001257396

This 1-day programme will introduce the practical aspects of blockchain technology from the banking, investments, and risk management perspective. It aims to provide a balanced overview of the problems that blockchain technology intends to solve and might solve. It then relates the role of Ethereum and the key components of Decentralised Finance (DeFi).

PROGRAMME DETAILS

Date : 20 June 2023

Time : 9.00 am – 5.00 pm

Training Platform : Online (Zoom)

PROGRAMME FEES*

RM1,700 | RM2,000
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Discuss the elements of blockchain technology and the problems that the blockchain technology intends to solve
- Discuss the rise of Bitcoin and blockchain technology and the role of Ethereum in revolutionising finance and banking
- Explain the concept of decentralised finance

TRAINING METHODOLOGY

Interactive presentation and sharing of practical experience

PARTICIPANT PROFILE

Beginner or intermediate investors, portfolio managers, traders, risk management, corporate finance, economists, researchers and strategists

PROGRAMME OUTLINE

Bitcoin and Blockchain - The Big Picture	Applications of Blockchain
What is Blockchain Technology	Introduction to Decentralised Finance
Types of Blockchain	Stable Coins
Applications of Blockchain	Decentralised Exchange
What is Ethereum	Lending Systems
Smart Contracts	Legal Aspects and Regulation

ABOUT THE TRAINER

PHILIP TE

Philip is currently Director for Financial Markets for a global wholesale bank based in Singapore. Prior to this, he was Vice President under financial markets in Singapore. He was previously Head of the Structured Products and Financial Engineering Department of a local commercial bank and a Senior Associate at the Ernst and Young Financial Services Risk Management and Quantitative Advisory Services group.

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THE FUTURE OF BANKING

The global banking industry is facing a serious challenge as more consumers manage their personal finances using smartphones. Rapidly increasing demand for digital banking from millennials is transforming the global banking industry. Faced with changing consumer expectations, emerging technologies and new business models, banks need to start putting strategies in place now to help them prepare for the future.

The future of banking will be faster, smarter, more accessible and with more choices to customers than before. With financial technology firms and new challengers growing at an increasing rate and technology becoming more advanced in global banking, innovation is key for banking in the 21st century.

This 1-day programme will examine the forces driving the changes in banking today and what the future of banking looks like in 2030. It will examine why banks need to think how it can allocate resources to deliver more to their clients in a way that is faster and more impactful to shape banking, branches and services in the future.

PROGRAMME DETAILS

Date : 8 May 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900

AICB member

Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Analyse the changing role of branches and banking
- Identify and analyse new external competitive threats to the banking industry
- Evaluate the challenges faced by banks as a result of technology

TRAINING METHODOLOGY

Lecture including presentations, case studies and discussions

PARTICIPANT PROFILE

Retail, commercial and corporate bankers and anyone who would like to understand about the changes in global banking and the future of banking

PROGRAMME OUTLINE

Impact of new technologies on the competitive landscape

- » Pressures on the “traditional banking” model
- » Changes to the nature of the customer relationship
- » Customer empowerment

The impact of enhanced regulation

- » Increased requirement for regulatory compliance
- » Impact on resources and the cost of compliance
- » How compliance risk can shape banks' business strategy

New competition, business models and challengers

- » Peer-to-peer lending
- » Crowdfunding
- » Robo-advising
- » Efficient payments
- » Blockchain and crypto-currencies
- » AI and Big Data

Case studies and discussions

The changing role of branch and traditional banking products

- » Reduced importance of the branch and rationalisation of branches
- » New technology deployment in branch banking
- » Changes in the branch format and the role of branch staff

The need to fully embrace digital banking

- » Investment in systems, online and mobile banking
- » Fully engaged with digital natives
- » Embedding banking in customers' online activity

The importance of customers

- » An integrated service
- » The use of data analytics and targeted marketing
- » Leverage the power of customers

The need for adaptability

- » Banking technology trends
- » New risks and opportunities

Case studies and discussions

ABOUT THE TRAINER

CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years of experience working in the banking industry with local and foreign banks in various roles and capacities. A seasoned professional, Wee Leong brings with him broad experience as a former banker and management consultant.

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RETHINKING HR FOR THE DIGITAL WORLD — A CASE-BASED APPROACH



HRDC Prog No:
10001254558

The pandemic has clearly demonstrated the importance of the role of HR in organisation sustainability, digital transformation and creating an innovation culture. The quality of the organisation's HR is a powerful strategic asset which is the necessary factor for the organisation's adaptability, competitiveness, and value creation. Organisation digital transformation is not just about implementing more and better technologies but also agile work-life balance. By adopting a case-based approach, relevant cases are discussed to illustrate how HR may enhance organisation agility by empowering people through technologies, psychological safety, right hiring, talent management and agile leading. It involves aligning work behaviours, adopting agile leadership, rethinking business models, challenging the status quo, building resilience, embracing a growth mindset, collaboration with competitors, and putting people first.

This 1-day programme examines the key roles that HR leaders can play in Digital Transformation, based on their organisational needs and aspirations: HR as an Innovator, HR as a Driver of Business and HR as a Change Agent.

PROGRAMME DETAILS

Date : 14 June 2023
Time : 9.00 am – 5.00 pm
Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Define the role of an agile HRM to successfully bring about cultural and digital transformation by creating a safe place for employees to innovate, setting challenging goals, being empathetic and having resilience to fail fast and learn fast
- Illustrate how poor strategic choices in HRM performance appraisal can harm an organisation's reputation and ethical values
- Explain how the digital revolution is having a significant impact on the future of work by creating new roles and demands for hiring new skills, including the need to adapt and accelerate upskilling/reskilling, fresh approach to learning and development and retaining the right talent
- Examine the impact of technology on HR management practices and the future role of HR managers in aligning HR people strategy with sustainable business strategy

TRAINING METHODOLOGY

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

PARTICIPANT PROFILE

Middle to senior level executives from HR & open to all divisions

PROGRAMME OUTLINE

Module 1 examines the role of HRM and creating a culture of psychological safety in digital and cultural transformation. The module discusses how the **DBS Bank** in Singapore transformed from a ‘Damn Bloody Slow’ bureaucratic government bank to become the top Digital Bank of Singapore for four consecutive years. The case examines how by first applying principle strategy and leadership thinking DBS management team successfully transform DBS.

Module 2 examines how poor HRM performance appraisal strategies at **Wells Fargo Bank**, one of the biggest banks in the USA, resulted in employees opening fictitious accounts for customers without their knowledge to meet stringent sales targets. The bank had to deal with civil and criminal lawsuits and paid out over USD2.7 billion in fines and settlements. The module discusses the importance of ethics and managing conduct risk as an important imperative to be a successful bank today.

Module 3 examines **Santander Bank’s** journey to transform HR. The reason for the change was because the current HR model and systems was not future ready. Santander Bank’s embarked on a journey to transform HR to deliver on the people, strategy, and priorities, ultimately accelerating the execution of the business strategy via a modern digital HR function.

Module 4 examines the role of HR in rethinking the organisation’s business model. We will examine the case of **Blockbuster** which was the most profitable company in the world that was almost unchallenged until a small start-up called **Netflix** killed Blockbuster through innovation technology and building a culture of freedom and responsibility. We will look at the Netflix HR practices that took them from average to awesome.

ABOUT THE TRAINER

DR PARAMSOTHY VIJAYAN

Dr Vijay 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.

He 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).

Dr Vijay 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).

BUSINESS ETHICS FOR MANAGERS



HRDC Prog No:
10001153696

Bowen McCoy, a senior manager at Morgan Stanley, and a group of mountaineers have been preparing over six years to climb the Himalayas. Thousands of dollars had been spent on this expedition. At an extremely challenging part of the climb, the group comes upon a holy man – a Sadhu, who was dying from hypothermia. The group, and thereby each individual within the group, were faced with an unfortunate dilemma – to continue the climb and achieve their goals or carry the Sadhu two days back to a town to save the life of a stranger.

This 1-day programme explores the challenges of personal ethics when applied to a group – when personal moral values clash with group norms and how organisational culture can impact the ethical climate of an entity.

PROGRAMME DETAILS

Date : 29 May 2023
Time : 9.00 am – 5.00 pm
Venue : Asian Banking School

PROGRAMME FEES*

RM1,700 | RM2,000
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVE

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

- Appraise the levels of accountability in an organisation
- Assess the philosophical and psychological approaches to business ethics
- Reflect on cultural typologies and how they influence organisational behaviour
- Formulate a view on what constitutes ethical and professional behaviour in an organisation
- Evaluate practical decision making and moral judgement and finding the balance between the two

TRAINING METHODOLOGY

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

PARTICIPANT PROFILE

Managers, Heads of Department, Division Heads, Senior Executives and C-Suites in the capacity of managing sales force, operational planning, staff performance, strategic thinking and organisational culture

PROGRAMME OUTLINE

Levels of Accountability in an Organisation

This module examines Bank Negara Malaysia's (BNM) approaches to strengthening conduct and culture in the financial services industry. Corporate governance principles are examined and case studies done to demonstrate that a code of ethics alone does not deter inappropriate behaviour.

Case Study: Carries Tolstedt

Case Study: Aman Shah

Philosophical and Psychological Approaches to Business Ethics

Prescriptive ethical theories developed by philosophers designed to help individual decide what they should do in response to ethical dilemmas are compared and contrasted with psychological theories that describe what individuals actually do due to mental and emotional processes that influence how people think and behave.

Case Study: Ethical issues in Artificial Intelligence in banking and finance

Case Study: Katharine Gun

Cultural Typologies and Organisational Behaviour

This module examines the role of culture in organisational behaviour. Hofstede theory is discussed to understand how cultural dimensions differ in various cultures and its impact in ethical decision making.

Case Study: CNN

Professional Behaviour in an Organisation

Here we consider what professionalism means in banking and the role of professional bodies. While professionalism may be seen to be demonstrating technical competencies, various behavioural attributes have been acknowledged as critical in creating the basis of a profession.

Case Studies: A series of caselets using MCQs to test the ability of participants to make ethical decisions in various real life banking scenarios.

Practical Ethical Decision Making

In making real world ethical decisions, one has to take into consideration sustainability, political forces, eastern philosophies and long term consequences in arriving at pragmatic ethical decisions.

Case Study: Ibn Rushd's influence in practical ethical decision making

ABOUT THE TRAINER

DR PARAMSOTHY VIJAYAN

Dr Vijay 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.

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The Asian Institute of Chartered Bankers (AICB) will award 8 CPD hours for those attending classroom training and 10 CPD hours for those who go through the online learning option

HRDC Prog No:
10001210282
(Face-to-Face)

10001167163
(Online)

INTRODUCTION TO ETHICS IN BANKING

Since January 2017, all new graduates hired by the banking industry are required to complete the Introduction to Ethics in Banking programme. Designed, developed and delivered by the Asian Banking School (ABS), over twenty thousand bankers have gone through the training since its inception, which considering the importance of the subject matter, bodes well for the industry itself.

In our continuous efforts to deliver programmes that are innovative and current with the times, ABS has developed an online learning version of the Introduction to Ethics in Banking programme, alongside the existing classroom training option.

The classroom training is an 8-hour face-to-face session, while the online programme comprises of 8 hours self-paced e-learning that is followed by a 1½ hour webinar, both of which must be completed within 7 days upon registration. As the programme is at an introductory level, it will focus on ethical issues that are commonly encountered at the operational level, which includes integrity, conflict of interest, confidentiality and whistleblowing.

PROGRAMME DETAILS

- Date : 6 March 2023 (Face-to-face)
17 – 26 May 2022 (Online)
- Time : 9.00 am – 5.00 pm
- Venue : Face-to-face – Asian Banking School
Online – Talent LMS & Zoom

PROGRAMME FEES*

RM1,100

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVE

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

- Define professionalism in banking
- Understand what is meant by ethics in the context of banking
- Understand types of ethical theories and its application in the workplace
- Analyse the psychological approach to ethics using Kohlberg's Theory
- Understand the context of unethical behaviour towards employees in terms of sexual harassment and workplace bullying

TRAINING ASSESSMENT

- Participants are required to complete a self-assessment for both classroom & online training (MCQ format)
- If they fail, they need to re-register and take the whole programme again
- All participants are required to proceed for membership registration with AICB upon completion of the whole programme

PARTICIPANT PROFILE

Graduate trainees or new hires at the banks with less than 2 years of working experience. This programme has also been extended to executives (non-managerial) of banks who would like to learn about ethical decision making.

TRAINING METHODOLOGY

ONLINE TRAINING

This programme will be delivered on an ABS learning platform that incorporates online learning and self-assessment, followed by a webinar at the end. It offers an interactive and case-based hybrid learning experience that provides participants with the framework and tools to make ethical decisions.

Part A : E-Learning

- The programme is self-paced and includes an e-learning section that consists of 6 modules followed by a self-assessment - both of which must be completed within 7 days

Part B : Webinar

- 1.5-hour live session with the trainer which builds on the e-learning session completed in Part A
- The webinar features Kahoot, polling, chat, case discussions and a Q & A session where participants can practice the application of ethical decision making tools
- Participants need to pass the online assessment to be eligible to register for the webinar
- A digital certificate will be issued upon completion of both parts A & B of the online learning programme, after which participants will be eligible to apply for Affiliate Membership with AICB

CLASSROOM TRAINING

In classroom training, lessons are divided into 3 modules where participants will have an interactive learning experience with the trainer. Participants will have to pass an assessment at the end of the programme, after which a certificate of completion will be issued for participants to proceed with membership registration with AICB.

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

ABOUT THE TRAINER

SYLPHY CHUI

Sylphy Chui is a Training Consultant at the Asian Banking School and has more than 16 years of experience in the banking sector in credit sales and marketing, credit evaluation and credit approvals, consumer and commercial loans, and branch management.

She started her career as a Senior Sales and Marketing Executive at a Public Bank Berhad branch where she gained valuable knowledge in branch operations. She then went on to the regional office, where she supported more than 15 branches in the sales team and gained recognition as the Top Three Sales Achiever for 2003 and 2004. In 2005, after receiving the Regional Top Sales Achiever Award, Sylphy was promoted to Sales and Marketing Manager, leading the sales team in the Regional Office. She was promoted again in 2007 and became Business Manager at a branch in Kuala Lumpur, where she led the Credit Department. In 2012, she was promoted to Branch Manager. During this time, the branch she managed maintained themselves as an award-winning branch for five years consecutively from 2013 to 2017.

Sylphy holds a Bachelor's degree in Commerce, double majoring in Economics and Marketing, from Curtin University of Technology, Perth, Australia and is also a Certified Credit Professional (CCP) through the Institute of Bankers Malaysia (now known as the Asian Institute of Chartered Bankers). She is a Certified Training Professional through the Finance Accreditation Agency and a Certified HRDF Trainer.

MICHELLE LOO PHOY WAN

Michelle Loo has more than 10 years of banking experience in secured and unsecured lending, wealth products, bancassurance, SME banking and branch management.

Michelle started her career in the banking industry with HSBC Bank as a Mortgage Executive. In 2008, she joined OCBC as a Business Development Manager in SME Banking and during which, the team she was in achieved Top 5 in the nationwide overall performance. Following that, she joined Maybank as a Mortgage Consultant. She was one of the pioneers in the Direct Sales Team and recognized as the Nationwide Top Team for 3 consecutive years. She then went on to join Alliance Bank and was promoted as Branch Manager. Subsequently, she joined Public Bank in Regional Sales and Support in SME Bancassurance, supporting 19 branches in the Klang Valley. Her main task was to maintain Regional top sales, which she achieved for 2 consecutive years.

At ABS, she is involved in developing e-Learning content, storyboarding and gamification, as well as having the role as a Trainer for the "Introduction to Ethics in Banking" programme. Michelle holds a Bachelor's Degree in Economics majoring in Finance from University Putra Malaysia.

OPERATIONAL RISK MANAGEMENT

This 1-day programme provides practical tools to increase understanding of managing Operational Risk Management and non-financial risks in financial institutions. Learning is achieved via theory and approach examples. Additionally, insight will be achieved through the use of real-world examples.

This programme incorporates Q&A sessions and participants are encouraged to ask questions and interact with the trainer and other delegates. By the end of it, attendees should have an understanding of the framework and knowledge required to use in practice the key techniques and tools of Operational Risk Management.

PROGRAMME DETAILS

Date : 1 March 2023
Time : 9.00 am – 5.00 pm
Venue : Asian Banking School

PROGRAMME FEES*

RM1,400 | RM1,700
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Identify the sources of operational risk and how these arise within the context of a financial institution's main business activities
- Understand the governance structures, systems, procedures and cultural aspects necessary for an organisation to successfully manage operational risk
- Build a knowledge of the main techniques for the measurement and quantification of operational risk and their relative merits and drawbacks
- Get to know some of the hot issues in Operational Risk

TRAINING METHODOLOGY

Lecture including presentations, case studies and discussions

PARTICIPANT PROFILE

Risk, compliance and audit personnel, business and operations staff and anyone who is interested to understand Operational Risk Management and non-financial risks and how to mitigate and manage non-financial risk in your organisation

PROGRAMME OUTLINE

Module 1:

Risk Management Overview

- » Overview of Risk Management
- » Describe the essential elements of Risk Management
- » What can go wrong in the markets and banks

Introduction to Operational Risk

- » Definitions of Operational Risk
- » Examples of significant Operational Risk events and losses
- » Why Operational Risk Management (ORM) matters
- » Case Study: Rogue trading

Module 2:

Definition of Risk Classes

- » Potential forms of Operational Risk losses
- » Categorising operational risk events and losses
- » Top operational risk issues globally
- » Case Study: Regulatory breaches and penalties

Operational Risk Governance

- » Risk Management organisation
- » “3 lines of defence” and leadership support
- » Building a sound risk culture

Control Self Assessments

- » Consider the use of qualified assessments of Operational Risk
- » Review how risk and quality can be measured in a subjective fashion
- » Discuss the benefits of CSA

Module 3:

Key Risk Indicators

- » Examples of KRIs
- » Monitoring and reporting
- » Early warning system and taking actions to mitigate risks
- » Case Study: ORM at a large Malaysian Bank

Managing Operational Risk

- » The ORM roadmap
- » Challenges of Operational Risk Management
- » ORM in the era of Digital Banking

ABOUT THE TRAINER

CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years of experience working in the banking industry with local and foreign banks in various roles and capacities. A seasoned professional, Wee Leong brings with him broad experience as a former banker and management consultant.

Wee Leong started his career at Citibank in 1993 before joining US management consultancy firm Accenture in 1997. At Accenture, he was involved in managing large bank merger-integration, process re-engineering and transformation projects. He has worked in projects in various countries including Hong Kong, China, Singapore, Indonesia, Thailand, Mauritius and Saudi Arabia. In 2003, Wee Leong joined CIMB as its Head of Operational Risk Management and led the implementation of the bank's operational risk management and Basel 2 – Operational Risk framework. Subsequently, he assumed various senior roles in Trade Finance, Regional Transaction Banking, Corporate Banking, Treasury and Markets division and Group CEO office at CIMB. His last role at CIMB was as Director, Group Strategy.

Wee Leong holds a Bachelor of Business Administration from the USA and a Master of Business Administration (with Distinction) from the Anglia Ruskin University, United Kingdom. He obtained training from Citibank Asia Pacific Banking Institute in Singapore in 1995. He is a certified Chartered Banker, Finance Accreditation Agency (FAA) Certified Training Professional and a holder of the PRINCE2 Foundation and Practitioner Certificate in Project Management.

MANAGING WHOLESALE MARKET CONDUCT

On 31 December 2021, Bank Negara Malaysia (BNM) issued "The Wholesale Market Conduct Practices Guidance Document," a supervisory guidance document that provides practical support to market participants in managing policy, procedures and controls surrounding wholesale financial market conduct risk.

This 1-day programme is designed to provide an appreciation of the "The Wholesale Market Conduct Practices Guidance" for those working in financial markets, as well as those working in compliance, risk management, internal audit and other related roles. It will also help raise awareness of participants on the importance of developing a strong ethical culture and internal control environment across the organisation.

The programme will cover good practices in key wholesale market conduct areas such as avoiding market abuse, implementing misconduct risk assessments and governance and oversight frameworks, trade and communication surveillance, internal control and culture aspects. It will also focus on understanding misconduct risks and how to develop and ensure good conduct culture to mitigate non-compliance of conduct rules.

PROGRAMME DETAILS

Date : 13 February 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Have a deeper understanding of BNM's "Wholesale Market Conduct Practices Guidance Document"
- Develop awareness of wholesale market conduct management
- Respond to the need to ensure strong conduct and control environment within the organisation

TRAINING METHODOLOGY

Lectures, case studies, exercises and discussions

PARTICIPANT PROFILE

Treasury, wholesale banking, compliance, risk management, audit personnel and anyone who needs to understand Wholesale Market Conduct and how it impacts his/her job

PROGRAMME OUTLINE

What is “conduct risk”

- » Background and development
- » Key challenges and common failures
- » Penalties and enforcement actions

Case study: Market abuse and manipulation

Responsibility to preserve an ethical and honest market place

- » Treatment of reference or fixing rate
- » Position parking
- » Dealing at non-current rates
- » Dealing for personal account
- » Entertainment and gifts
- » Anti-Money Laundering and Counter Financing of Terrorism

Case study and exercise: What are the drivers of misconduct?

Sharing of information

- » Handling of confidential information
- » Conflict of interest

Case Study: Bank’s “conflict of interest policy” examples

Traceability, auditing and record keeping

Robust and clear policies, procedures and organisational structure

- » Segregation of duties and authorisation
- » Confirmation of dealings
- » Security in dealing area
- » After-hours and off-premises dealing

Managing conduct risk

- » Culture
- » Corporate governance
- » Conflicts of interest
- » Incentives and drivers of behaviour

The Role of Culture in Promoting Good Conduct

- » Remuneration and key performance indicators
- » Consequence management
- » Training

Discussion: Actions to improve conduct and culture in financial institutions

ABOUT THE TRAINER

CHEAH WEE LEONG

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WHOLESALE MARKET CONDUCT – RISK ASSESSMENT, SURVEILLANCE AND COMPLIANCE

This 1-day programme focuses on the risk management and compliance aspects of “The Wholesale Market Conduct Practices Guidance Document” issued by Bank Negara Malaysia (BNM) on 31 December 2021. It will cover topics related to risk identification and surveillance, internal governance and controls and strengthening governance framework to mitigate risks related to misconduct. The roles of surveillance analysts to monitor and detect wholesale market abuse and misconduct (eg. setting-up an effective surveillance system) in their organisation will be analysed and discussed.

PROGRAMME DETAILS

Date : 20 February 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Identify actions to be taken to perform market conduct risk assessment
- Develop, manage and operate robust surveillance programmes
- Establish strong internal control environment and risk aware culture to manage conduct risks

TRAINING METHODOLOGY

Lectures, case studies, exercises and discussions

PARTICIPANT PROFILE

Compliance, risk management, audit personnel, staff who are part of the “2nd line of defence” and anyone who would like to understand Wholesale Market Conduct and how it impacts his/her job

PROGRAMME OUTLINE

Risk Identification and Surveillance

- » Financial institutions should have mechanisms in place to detect and deter market misconduct. An effective surveillance programme is necessary to detect misconduct, while a strong internal control environment serves to deter or prevent misconduct.

Market Conduct Risk Assessment

Monitoring For and Investigating Misconduct

- » Misconduct to avoid:
 1. Wash Trading
 2. Position Parking
 3. Front Running
 4. Off-Market Rates
 5. Insider Dealing
- » Surveillance of dealers' activities is the core pillar supporting an institution's ability to detect market misconduct by its dealers.

Case studies: regulatory actions on misconduct at financial institutions

Surveillance

- » Trade Surveillance
- » Communications Surveillance

Case study: How do financial institutions improve trade and communications surveillance?

Internal Governance and Controls

- » Risk management
- » Compliance
- » Internal audit
- » Reporting of non-compliance and audit findings
- » Non-compliance by Dealers and Brokers

Control Environment in Managing Conduct Risks

- » Governance and reporting
- » Front-Middle-Back Office controls
- » Segregation of duties
- » Handling of inside information
- » Conflicts of interest
- » The role of Compliance and Internal Audit in managing wholesale conduct risk
- » The role of culture in promoting good conduct

Key cultural drivers of misconduct

- » The role of cultural drivers of misconduct
- » Interplay between cultural drivers of misconduct and governance frameworks
- » Lessons learned and good practices

Strengthening Governance Frameworks to Mitigate Misconduct Risk

- » Mitigating cultural drivers of misconduct
- » Strengthening individual responsibility and accountability
- » Addressing the "rolling bad apples" phenomenon

Case studies and discussions

ABOUT THE TRAINER

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OPERATIONALISING CONDUCT RISK MANAGEMENT



HRDC Prog No:
10001257167

This 1-day programme is designed to guide participants on the practical operationalisation of conduct risk management within their own organisation. It will focus on establishing a consistent approach towards conduct risk management throughout the risk management framework and risk management lifecycle. The thrust shall be towards putting theory into practice, including addressing real life challenges from various angles.

The program shall be premised on the risk based approach towards monitoring and managing conduct risk management.

PROGRAMME DETAILS

Date : 21 March 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,400 | RM1,700
AICB member | Non-member

**Subject to 6% Service Tax per pax*

LEARNING OBJECTIVES

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

- Envisaged a clear conduct risk management implementation and/or operationalisation pathway within own organisation
- Enhanced skills in undertaking gap analysis exercise underpinned by industry best practices and regulatory requirements
- Embraced higher levels of commitment towards upgrading personal competence and skills in managing conduct risk

TRAINING METHODOLOGY

Classroom training, including presentations, case studies, exercises and discussions

PARTICIPANT PROFILE

Personnel involved in operationalising, monitoring and/or reporting conduct risk management in the organisation

PROGRAMME OUTLINE

Establishing Strategy and Framework

- » Formalisation of governance structure
- » Establishment of principle documents

Addressing Risk Culture

- » Cultivating conduct risk management culture
- » Culture drives conduct

Operationalising Conduct Risk Management

- » Identification and assessment
- » Detection and mitigation
- » Monitoring and reporting

Training and Development for Posterity

- » Establishing a conduct risk training pathway

Exercise – How to approach gap analysis

ABOUT THE TRAINER

SHARON CHAN YIT MING

Sharon has over 33 years of working experience in the banking sector. She is a Chartered Banker and holds a Masters Degree in Business Administration.

Sharon started her career at a global foreign bank where she gained hands-on exposure and experience in a wide range of branch operations. After 4 years, she moved on to a large local Investment Bank as a Treasury dealer where for the next 8 years, she was involved in a variety of money market and capital market activities. Subsequently, she joined a pioneer team to set up the risk management division of the Investment Bank where she wrote several new risk management policies and guidelines, systems and methodologies set up, as well as various operational manuals for market, credit and operational risk management, including assets and liabilities management, anti-money laundering and business continuity management. Sharon is also a Certified Business Continuity Planner and Certified HRDF Trainer.

Sharon's next role was at the banking group level where her job scope and responsibilities expanded to a much wider spectrum of universal banking covering retail and commercial banking, Islamic banking, investment banking, stockbroking, asset management as well as insurance. In her 24 years with this conglomerate banking group, Sharon has held various senior positions including Head of Investment Bank Risk Management, Head of Group Enterprise Risk Management and Head of Group Regional Risk Management during which she worked closely with all hierarchy of the organisation from junior staff to board of directors. She was a member of various Management committees and also sat as the chairperson of MIBA (Malaysia Investment Bank Association)'s Risk Management Committee, an industry working group, for six consecutive years.

FOUNDATION IN ESG INVESTING

Environmental, Social and Governance (ESG) is one of the fastest growing segments of investment globally. Today, ninety-five percent of the Global Fortune 250 are reporting their CSR performances and ESG investing now accounts for one-third of the total U.S. assets under management.

This 2-module programme will examine all areas of ESG investing. Starting with Module 1, this 1-day programme provides an overview of the fundamental principles of sustainable and responsible investing, ESG themes and factor and ESG activities and strategies. ESG screening and specialised funds are now part of a fast-evolving range of funds, investment classes and performance measures.

During the 1-day programme of Module 2, you will learn about the underlying factors in ESG assessment and how they impact ESG ratings and how ESG is deployed in the scoring and rating of firms and sectors. The ESG integration and screening process in which investors can target companies that drive and produce optimal ESG-led returns will also be examined.

PROGRAMME DETAILS

Date : Module 1 : 14 March 2023
Module 2 : 19 June 2023

Time : 9.00 am – 5.00 pm (each module)

Venue : Asian Banking School

PROGRAMME FEES*

Module 1

RM1,100

AICB member

RM1,300

Non-member

Module 2

RM1,400

AICB member

RM1,700

Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

Upon completion of this programme, participants will be able to:

Module 1

- Discuss responsible and Environmental, Social and Governance (ESG) investing
- Explain the objectives of ESG
- Analyse the risks and opportunities of ESG investing

Module 2

- Describe ESG materiality and performance, as well as accounting issues
- Examine ESG scores and ratings
- Identify key areas of growth in the ESG market

TRAINING METHODOLOGY

Lecture, case studies, exercises and discussions

PARTICIPANT PROFILE

Investment managers, wealth/portfolio/fund/product managers, financial advisors, relationship and account managers, analysts, risk managers, corporate managers and anyone interested to understand the basics of ESG investing

PROGRAMME OUTLINE

MODULE 1 : Introduction to ESG, ESG Themes and Investment Strategies

Introduction to ESG, Responsible Investing and Sustainability

- » What is E, S and G?
- » Why they are important
- » The evolution of socially responsible investing (SRI) and ESG investing
- » The objectives of ESG
- » The UN Sustainable Development Goals (SDGs)
- » Benefits, costs and risks of ESG investing

ESG Themes and Factors

- » Environmental factors - climate change, carbon emissions, air and water pollution, biodiversity loss etc.
- » Social factors - diversity and inclusion community relations, data protection and privacy, human rights etc.
- » Governance factors - management structure, executive compensation, employee relations etc.
- » ESG issues and regulations
- » Developing trends in ESG investing

ESG Investment Activities and Strategies

- » Negative/exclusionary screening
- » Positive/best-in-class screening
- » Norms-based screening
- » ESG integration
- » Sustainability themed investing
- » Impact/community investing
- » Corporate engagement and shareholder action

MODULE 2 : ESG Materiality, Performance and Ratings

ESG Materiality and Analysis

- » What it is and why it is important
- » Financial significance of materiality
- » How to conduct materiality analysis
- » ESG ratings and metrics: assessment of different ESG rating systems
- » Identification of ESG value drivers

ESG and Financial Performance

- » Performance of ESG shares vs market
- » Identifying key areas of growth in the ESG market
- » Importance of improving disclosures
- » The effect of increased ESG strategy complexity
- » What investors look for

Investing using ESG Scores and Ratings

- » ESG Strategies
- » ESG Integration
- » Screening: negative, positive, best in class, impact
- » ESG Indexing: Active versus passive
- » Relative returns and performance

ABOUT THE TRAINER

CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years of experience working in the banking industry with local and foreign banks in various roles and capacities. A seasoned professional, Wee Leong brings with him broad experience as a former banker and management consultant.

Wee Leong started his career at Citibank in 1993 before joining US management consultancy firm Accenture in 1997. At Accenture, he was involved in managing large bank merger-integration, process re-engineering and transformation projects. He has worked in projects in various countries including Hong Kong, China, Singapore, Indonesia, Thailand, Mauritius and Saudi Arabia. In 2003, Wee Leong joined CIMB as its Head of Operational Risk Management and led the implementation of the bank's operational risk management and Basel 2 – Operational Risk framework. Subsequently, he assumed various senior roles in Trade Finance, Regional Transaction Banking, Corporate Banking, Treasury and Markets division and Group CEO office at CIMB. His last role at CIMB was as Director, Group Strategy.

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CERTIFIED EXPERT IN SUSTAINABLE FINANCE



HRDC Prog No:
10001230425



1 CPD hour for
each hour of
study time, up
to a maximum of
20 CPD hours per
course

The global economy has grown rapidly in the last 200 years but this achievement has come at the cost of climate change and environmental damage. With increased environmental awareness among nations and people, a global strive towards sustainable development is now growing. You may ask yourself what does this have to do with finance? Making the necessary change, transformation of our economies and societies require commitments, innovations and, last but not least, finance and investments.

Sustainable Finance can help steer the global economy towards sustainability and accelerate the necessary change. The financial sector has an important role in deciding where capital flows and by implication where it does not flow to. In this programme, you will learn about creating impact, managing sustainability risks, and benefiting from sustainable business opportunities. It will familiarise participants with the business, regulatory and technical perspectives of sustainable finance and will acquaint them to take an active part in the discussion around the topic. The programme aims to enable financial professionals to integrate Sustainable Finance related aspects into their work through new knowledge and tools for advising their clients and business partners.

The programme provides a comprehensive introduction to the world of sustainability, no prior knowledge of Sustainable Finance or Finance is required.

PROGRAMME DETAILS

Next Intake – Mar 2023 to Aug 2023. Final exam will be in Sep 2023.

Training Platform : Online
(Frankfurt School e-Campus)

*This programme has two intakes per year –
March & September*

PROGRAMME FEES*

MALAYSIAN PARTICIPANTS	INTERNATIONAL PARTICIPANTS
RM7,500 <i>Early Bird Fee! Before 15 Jan 2023</i>	EUR1,485 <i>Early Bird Fee! Before 15 Jan 2023</i>
RM8,500 <i>After 15 Jan 2023</i>	EUR1,700 <i>After 15 Jan 2023</i>

(Fee shown is per participant and subject to 6% Service Tax. An additional final exam fee will be charged for the second and third final exam attempt)

TRAINING METHODOLOGY

- An interactive e-learning programme including video lectures, PDF scripts, examples, practical exercises, online tests and case studies.
- A discussion forum for course related issues as well as for exchange of opinions and experiences with tutors, peers or the FSDF e-Campus team.
- Personalised support from the Frankfurt School e-Campus team.
- The possibility to achieve an internationally recognised Frankfurt School certificate after passing the 2-hour online final exam or a confirmation of course completion after completing the course.
- This online course can be complemented with a classroom component. It can be held at the Asian Banking School but only if there are sufficient numbers and with additional programme fees. This is voluntary and not a requirement to get certified by the Frankfurt School.

PARTICIPANT PROFILE

Finance experts and professionals, including retail bankers, financial advisors, asset managers, risk managers etc. and all other financial industry professionals interested in the topic of sustainable finance.

PROGRAMME OUTLINE

The programme takes approximately 6 months assuming 5-8 hours of self-study per week. It consists of 10 mandatory units, which build upon each other.

UNIT 1 : The World of Sustainability

This first unit sets the scene and introduces participants to the world of sustainability by explaining the key factors that underpin the science of climate change and global warming, including climate diplomacy. It also provides an overview of the different rationales for why integrating sustainability considerations into the financial market is important and discusses the role of the financial system in the transformation to a low-carbon and more sustainable economy.

UNIT 2 : Towards a Sustainable Financial System

The institutional setup is important for mainstreaming sustainability in the financial system. In Unit 2, participants are introduced to the role of the financial system, involved stakeholders, and their interplay, especially in the context of driving the transition towards a sustainable financial system. The specific roles of the different financial actors are explained, accompanied by practical exercises in an interactive learning environment.

UNIT 3 : The Role of Regulation and Policy

Unit 3 demonstrates and explains through detailed examples of the role and rationale of regulation and policy in sustainable finance. There is also a “deep dive”, a closer look, at the EU sustainable finance regulatory and policy landscape provided in this unit.

UNIT 4 : Sustainable Finance in the Financial Institution’s Strategy

The unit introduces the strategic implications of mainstreaming sustainable finance within institutions, continuing the structure introduced in previous units of looking at risk and impact management as well as the resulting opportunities from a strategic point of view.

UNIT 5 : Sustainability Risks and Impact Through Financing

Unit 5 discusses how to implement and manage sustainability risks and create impact through financing for financial actors. It will deepen the participants’ knowledge of the risk and impact perspectives. An overview of (main) sustainable finance risks that financial actors are facing will be provided, together with steps to be taken to identify, measure and mitigate them. Moreover, the importance of impact measurement and its methodological concepts are introduced in the unit.

UNIT 6 : Sustainable Finance Opportunities (Products)

Unit 6 provides an overview of sustainable finance related opportunities. It focuses on debt and equity-related sustainable products, especially green bonds, and is complemented by a section on additional services.

UNIT 7 : Banking

This unit provides an overview of the market environment, potential, development, and criticism for wholesale and investment, retail, and corporate banking products and services.

UNIT 8 : Institutional Investors

Unit 8 provides an overview of the institutional investors, their mandates as well as implementation methods. Furthermore, the unit discusses the role and construction of benchmarks.

UNIT 9 : Insurance

The role of insurance in mitigation of sustainability is discussed in unit 9. Participants will learn what role insurance plays within the wider financial system and build an understanding on how climate-related financial risks are impacting the finance sector.

UNIT 10 : Recap and Outlook

The course concludes with a re-cap of the learning materials from unit 1 to unit 9, while also making an outlook of ongoing and upcoming developments in the sustainable finance sector.

UN SUSTAINABLE DEVELOPMENT GOALS

This programme equips you with the knowledge to advance the following SDGs:



ABOUT THE TRAINERS



KARSTEN LÖFFLER

Karsten Löffler heads the FS-UNEP Collaborating Centre for Climate & Sustainable Energy Finance. He used to represent the GSFCG in the EU Commission's Technical Expert Group (TEG) on Sustainable Finance, where he actively shaped the EU Taxonomy applying his extensive experience in renewable energy finance. In October 2020 he became a member of the Commission's newly established Platform on Sustainable Finance. Furthermore, Karsten had the honour to chair the Sustainable Finance Committee of the Federal Government. One of the tasks was to develop recommendations for a Sustainable Finance strategy for Germany.



PROF. DR. ULF MOSLENER

Prof. Dr. Ulf Moslener is professor for Sustainable Energy Finance at the faculty of Frankfurt School. As Head of Research at the Centre, his current fields of research are the economics of climate change, financing sustainable energy systems and climate finance. He is a board member of the newly founded Green and Sustainable Finance Cluster Germany, which support the process of transformation to a green and sustainable economy through innovative and scalable support from the financial industry. Dr. Moslener holds a Diploma in Physics and a PhD in Economics from the University of Heidelberg. After working at the Centre for European Economic Research (ZEW) in Mannheim, he joined KfW Development Bank in Frankfurt.



SEBASTIAN RINK

Sebastian Rink is a green and sustainable finance expert and researcher at the Frankfurt School – UNEP Collaborating Centre. He is, among other topics, analysing the question how banks can facilitate the transformation of SMEs' business models. Additionally, Sebastian is an associate in the Net Zero Banking Alliance Germany by the Green and Sustainable Finance Cluster Germany. His prior work includes co-developing the EU Taxonomy, policy advisory, advisory in the private financial sector, transaction management, and provision of training and education.

FURTHER COURSE TRAINERS & EXPERTS

- » Dr. Christine Grüning, Senior Project Manager, FS-UNEP Centre
- » Dr. Alexander Lehmann, Head of the Sustainable World Academy at Frankfurt School.
- » Malin Emmerich, Project Manager, FS-UNEP Centre
- » Menglu Neupert-Zhuang, Sustainable Finance Expert & Project Manager
- » Christina Anselm, Project Coordinator, FS-UNEP Centre
- » Yuri Matheis, FS-UNEP Centre
- » Dr. Anne Michaels, Luiza Linton, and Urata Biqkaj-Müller, Magnolia Consulting GmbH

CERTIFIED EXPERT IN ESG & IMPACT INVESTING



HRDC Prog No:
10001266709



1 CPD hour for each hour of study time, up to a maximum of 20 CPD hours per course

Environment Social and Governance (ESG) and Impact Investing are approaches to finance that are related to each other, although they may occupy different ends of the spectrum in terms of methodological intensity or operational mind-set. They have gained a lot of traction in recent years and will continue to do so in the (post-) Corona world. Calls for a green and socially equitable re-start are very prominent. The EU's Green New Deal ("Green Deal") and the UN's Sustainable Development Goals (SDGs) are good examples of how ESG criteria and ideas of Impact Investing are being incorporated into policy objectives.

PROGRAMME DETAILS

Next Intake – Mar 2023 to Aug 2023

Training Platform : Online
(Frankfurt School e-Campus)

*This programme has two intakes per year –
March & September*

PROGRAMME FEES*

MALAYSIAN PARTICIPANTS	INTERNATIONAL PARTICIPANTS
RM7,500 <i>Early Bird Fee! Before 15 Jan 2023</i>	EUR1,485 <i>Early Bird Fee! Before 15 Jan 2023</i>
RM8,500 <i>After 15 Jan 2023</i>	EUR1,700 <i>After 15 Jan 2023</i>

Fee shown is per participant and subject to 6% Service Tax.

TRAINING METHODOLOGY

An interactive e-learning programme including video lectures, PDF scripts, examples, practical exercises, online tests, assignments and case studies. A discussion forum for course related issues as well as for exchange of opinions and experiences with trainers, peers or the FSDF e-Campus team. Personalised support from the Frankfurt School e-Campus team. The possibility to achieve an internationally recognised Frankfurt School certificate after passing the 2-hour online final exam or for those not wanting to take the final exam, a confirmation of course participation after completing the course.

PARTICIPANT PROFILE

Finance experts and professionals, including retail bankers, financial advisors, asset managers, risk managers etc. and all other financial industry professionals interested in the topic of sustainable finance. Also designed for those working in international DFIs, multilateral donor organisations, institutional investors, pension funds, insurance companies, asset and fund managers who want their investments to achieve positive impact.

PROGRAMME OUTLINE

The course takes approximately 6 months assuming 4-6 hours of self-study per week. It consists of 7 mandatory units, which build upon each other.

UNIT 1 : Introduction and Overview: What are ESG Criteria and Impact Investing

This introductory unit provides you with an understanding of how ESG criteria and Impact Investing relate to traditional mainstream finance. It familiarises you with major stakeholders, initiatives, and approaches for integrating non-financial issues into the day-to-day activities of investing. Key concepts and themes are introduced, which establish foundations for a learning journey that will be expanded upon over the subsequent units.

UNIT 2 : Historical and Theoretical Context

ESG and Impact Investing are orientated within different operational contexts: from asset management, through direct investment, to advisory services, etc. This unit helps you understand what is relevant for your context, whilst also making you aware of other requirements you may encounter in adjacent parts of the industry. It contextualises the historical evolution and theoretical development of ESG and Impact Investing to show how they complement each other, and to demystify why some narratives about managing non-financial factors appear to be fragmented and conflicting. Conceptual structures are presented that help you apply theory to praxis via a unified framework.

UNIT 3 : Strategies for Measuring and Managing ESG Criteria and Impact

There are different strategic pathways available to managing ESG and impact factors. Each pathway represents a different level of methodological intensity. You will be introduced to the techniques and tools that are relevant for each, and learn how to choose the pathway that is most suitable for your needs or circumstances. This unit also clarifies how these strategic pathways align with operational mind-sets such as compliance, risk management, as well as proactively managing performance against non-financial goals.

UNIT 4 : Integrating ESG and Impact Management in the Investment Process

Each of the strategic pathways for managing ESG and impact can be integrated at every stage of the investment process: from deal sourcing and due diligence, through ongoing investment management, to final exit or contract maturity. These all follow the same high-level process that aligns with the Deming quality management cycle. This is applied with different levels of intensity and granularity depending on the strategic pathway being followed. You will learn how this process can be deployed across all asset classes, across publicly traded securities and private over-the-counter transactions, and by retail investors as well as institutional investors.

UNIT 5 : Specialised Financial Instruments and Legal Contracts that Integrate ESG and Impact

This unit starts with an introduction of traditional asset classes and financial instruments (a refresher for anyone familiar with both investing and philanthropy). You will learn how ESG and impact features are incorporated into financial instruments. This can be achieved either by enhancing traditional instruments with additional requirements and obligations, such as with Green Bonds; or by developing innovative instruments and hybrid models that introduce new contractual and financial arrangements, such as Social Impact Incentives.

UNIT 6 : Ratings, Indicators, Non-Financial Reporting and Data

There are currently no universally accepted standards for reporting non-financial information, although there are several voluntary frameworks and norms established by industry initiatives. You will learn about the key regulations and legal requirements that are currently in various stages of development, notably by the European Commission. The unit also covers key trends, selected best practice, and challenges to help you navigate the various ratings, labels, certifications, and evaluation methods that are available. The challenges and opportunities in data collection are outlined, which explains why information from different providers of data and ratings is often weakly correlated.

UNIT 7 : Elective Module

Participants choose one module from the following options. The unit will conclude with an assignment that is tailored to the option you choose.

- 7a Marketing, Fundraising and Sales – this option allows you to delve deeper into designing and presenting a product, fund, or other business idea for ESG and impact investing. It covers fund design, investor targeting, and how to present to investors.
- 7b Due Diligence – this option allows you to delve deeper into assessing investment opportunities. It covers the different tools available and how to take into account the market context, governance, legal form and business models, as well as planning an on-site visit.

UN SUSTAINABLE DEVELOPMENT GOALS

This programme equips you with knowledge to advance all the SDGs



ABOUT THE TRAINERS



Prof. Dr. Zacharias Sautner is Professor of Finance at Frankfurt School of Finance & Management. He was previously Associate Professor of Finance at the University of Amsterdam and Research Fellow in Finance at the Saïd Business School of the University of Oxford. Zacharias Sautner works in the area of empirical corporate finance and focuses on ESG, climate finance, and corporate governance. His research was published in leading international journals such as the Journal of Finance, Review of Financial Studies, Management Science or Review of Finance and he has presented at conferences such as the AFA, WFA, and EFA. He was ranked #2 in Germany in Business Administration (#1 in Finance) based on A+ publications (age of 40 or below) by Forschungsmonitoring.org (February 2019). He teaches corporate finance, valuation, and corporate governance and has won different research and teaching awards.



Lucie Charrier is a Senior Financial Inclusion Expert with 15 years of experience in Latin America and the Caribbean, Africa, the Middle-East, Europe and Central Asia. Lucie Charrier is currently Senior Business Development Expert for the implementation of the Technical Assistance Programme of the European Investment Bank (EIB) to the Financial Sector that is being implemented by Frankfurt School of Finance and Management since May 2018 in the Caribbean region. Lucie is a Qualified Social Performance Auditor by CERISE since December 2015. Lucie was previously Country Manager Peru for Oikocredit and Senior Analyst at Planet Rating. Lucie has conducted more than 100 institutional, financial and social performance ratings, due diligence and evaluations, social audits, Smart Campaign's client protection principles certifications as well as technical assistance projects in Latin America and the Caribbean, Africa, the Middle-East, Europe and Central Asia.



Karl Richter is the co-founder of EngagedX, which is a consultancy specialising in impact investing, thought leadership, data and tech development, advocacy and policy work. Karl works internationally across private, public, and social sectors. He lectures at the Frankfurt School of Finance and Management, and has guest lectured at the Universities of Oxford and Cambridge. Karl's previous experiences include a 12 month assignment as Head of Research and Knowledge for the UNDP SDG Impact Finance initiative (UNSIF), where he led research to improve the analytical framework for social impact investing; membership of Groupe d'Experts de la Commission sur l'Entrepreneuriat Social (GECES) of the European Commission to advise on its Social Business Initiative; part of the OECD expert group on social impact investing. Karl is currently Senior Fellow of the Finance Innovation Lab; and adviser to several organisations, including the China Alliance for Social Value Investment. Alliance for Social Value Investment.



Dina Lorenz studied economic law focusing on finance and started her career as a consultant and investment banker specialised in the acquisition and respective valuation of financial institutions. She now works as a Business Development Manager, Regulatory. Dina specialises in Impact Investing topics having worked for a Swiss Impact Investment Fund the last several years in Lima, Peru. Underlying her dedicated work within Impact Investing, she is a member of the Board of SA Oikocredit North Germany, a support association of Oikocredit International, a Netherland's based worldwide cooperative and social investor, providing funding to the microfinance sector, fair trade organisations, cooperatives and small to medium enterprises in Africa, South-East Asia, India and Latin America. In addition, she is a consultant to the Green Sustainable Finance Cluster Germany as well as founding member on the establishment of the Federal Initiative Impact Investing in Germany.

ESG AND SUSTAINABILITY: CUSTOMER ENGAGEMENT FOR SALES STAFF, RELATIONSHIP MANAGERS AND FRONTLINERS

As providers of finance and services to companies and other entities that are responsible for reducing GHG emissions, financial services institutions have the ability to boost the transition to a net-zero economy. Banks play a key and influential role in promoting green and sustainable practices, given its roles as lender and advisor.

Banks' client-facing staff are a vital link between finance and business action. Relationship managers and client-facing staff can facilitate two-way partnerships with companies to encourage net zero transitions and provide the necessary financial support. Client engagement is vital in the bank's business model to explore how a client's needs and the bank's offerings can match.

In this 1-day programme, participants will learn how to engage with customers on their transition towards a low-carbon and green economy. Participants will learn about common ESG products and services, basic concepts of ESG and how to apply sustainability concepts in client engagement. This will prepare relationship managers and front-line staff to steer clients to become more aware of the importance of ESG adoption and to help their organisation transition towards sustainable practices.

PROGRAMME DETAILS

Date : 27 February 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900

AICB member

Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Apply basic ESG concepts in client conversations and engagements
- Assist clients to raise their level of awareness of ESG and sustainability in their daily lives, organisations and businesses
- Have impactful conversations with clients about their sustainability plans and associated financing needs

TRAINING METHODOLOGY

Lecture including presentations, case studies and discussions

PARTICIPANT PROFILE

Relationship managers, client account officers, sales personnel, client servicing officers and anyone interested to learn how to engage with retail and business clients on ESG and sustainability

PROGRAMME OUTLINE

Common Green and Sustainable Products and Services (for Corporate and Commercial Banking customers)

Banks are well-positioned to reallocate credit and capital away from environmentally harmful activities and help in the transition towards a greener economy. Products and services are vital to bank's business model to explore how clients' needs and the bank's offerings can match: green loans, renewal energy financing, sustainability-linked loans, green bonds, sustainability bonds etc.

Case studies and discussions

Why is sustainability relevant to corporate banking?

- » Risks of inaction
- » Opportunities
- » What can your bank do?

Case Study: Sustainability in Corporate Banking

ESG Guidance

BNM Climate Change and Principles-based Taxonomy (CCPT) overview

Discussion: How is the classification of economic activities into climate supporting, transitioning and watch list (C1-C5) going to affect the bank and customers and how do you initiate conversation about the new classification for bank's borrowers?

Engaging with Customers on ESG

Roles of Sales personnel and Relationship Managers

- » How can you best prepare as a Relationship Manager?
- » What are the types of impact questions to ask customers?
- » Where can you find supporting resources?
- » How to develop robust processes and procedures for client engagement?

Banks can establish a systematic and robust process for its client engagements:

1. Setting the scene - Establish client's starting point, position the bank and open-up the dialogue.
2. Assess - Assess client's current position and ambitions for the future. Disclosure and data availability is a key differentiator due to variations in reporting requirements.
3. Design - Support client to design a clear transition finance plan. Varies with ability to offer differentiated sustainable finance services across customer portfolios.
4. Structure - Structure financing solutions to support your client's transition. Decarbonisation strategies and the necessary financing structures will vary from customer to customer, though efficiencies can be leveraged.
5. Review - Monitor progress and support your client and bank to further advance the net zero agenda.

Banks can consider designing and implementing clear client engagement policies to ensure the transitioning to a net-zero emissions portfolio. Policies can include BNM Climate Change and Principles-based Taxonomy (CCPT) aligned targets for clients, timeline to materialise and the consequences in case of non-compliance.

Case Study: A bank's sustainability engagement model with its clients

Discussion:

- » *What are the main challenges Relationship Managers face engaging clients and steering them towards Paris-aligned business plans?*
- » *What share of clients is responsive? What type of client responds more? Who is more reluctant?*

ABOUT THE TRAINER

CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years of experience working in the banking industry with local and foreign banks in various roles and capacities. A seasoned professional, Wee Leong brings with him broad experience as a former banker and management consultant.

Wee Leong started his career at Citibank in 1993 before joining US management consultancy firm Accenture in 1997. At Accenture, he was involved in managing large bank merger-integration, process re-engineering and transformation projects. He has worked in projects in various countries including Hong Kong, China, Singapore, Indonesia, Thailand, Mauritius and Saudi Arabia. In 2003, Wee Leong joined CIMB as its Head of Operational Risk Management and led the implementation of the bank's operational risk management and Basel 2 – Operational Risk framework. Subsequently, he assumed various senior roles in Trade Finance, Regional Transaction Banking, Corporate Banking, Treasury and Markets division and Group CEO office at CIMB. His last role at CIMB was as Director, Group Strategy.

Wee Leong holds a Bachelor of Business Administration from the USA and a Master of Business Administration (with Distinction) from the Anglia Ruskin University, United Kingdom. He obtained training from Citibank Asia Pacific Banking Institute in Singapore in 1995. He is a certified Chartered Banker, Finance Accreditation Agency (FAA) Certified Training Professional and a holder of the PRINCE2 Foundation and Practitioner Certificate in Project Management.

FRAUD AND RISK MANAGEMENT IN INTERNATIONAL TRADE



HRDC Prog No:
10001255146

When doing business in condition of international trade conditions, a stable and competitive business environment is vital to operate efficiently and attract inward investment. Businesses can assess these factors alongside challenges such as corruption, political instability and terrorism to understand the strengths and weaknesses of an operating environment and for strategic investment decisions. In terms of open economy and globalisation trends, businesses face a lot of different challenges within their specific risk; making an effective risk assessment approach and management extremely vital for the economic security of business.

PROGRAMME DETAILS

Date : 1 June 2023

Time : 9.00 am – 5.00 pm

Venue : Asian Banking School

PROGRAMME FEES*

RM1,600 | RM1,900
AICB member | Non-member

*Subject to 6% Service Tax per pax

LEARNING OBJECTIVES

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

- Define what "fraud" means in trade finance
- Explain the first steps to be taken after a legitimate/suspected trade finance fraud is discovered
- Understand what a "red flag" consists of in fraud and provide a broad list of what they could be
- Describe common internal communication tools used to manage suspected fraud, and the risks inherent in each one
- Understand the concept of legal privilege, and how to obtain and maintain that protection

TRAINING METHODOLOGY

Interactive group discussions, case studies and sharing of practical experience

PARTICIPANT PROFILE

Trade Finance officers (Operations, Trade Sales & Compliance)

PROGRAMME OUTLINE

ICC Report on Global Risks Trade Finance

Latest ICC Official Opinions

- » Pitfall of the ICC official opinions and the new ISBP
- » Things to do and not to do
- » Case studies

Types of Commercial and International Trade Fraud

- » Documentary Letter of Credit Fraud
- » Commodity Fraud
- » Financial Instruments Fraud
- » Case studies (court cases)

Risks Involved in International Trade Finance: A Banker's Perspective

- » Low risk because of 3Ss?
- » Country risk
- » Exchange risk
- » Bank risk
- » Customer risk
- » Court injunction/stop payment order
- » Sanction and embargo
- » Money laundering and terrorists financing

DC Fraud and Scams

- » Fraud

Characteristics of Fraud/Red Flags

- » Documentary Fraud
- » Commodity Fraud
- » Financial Instruments Fraud
- » Case studies
- » Warehouse Receipt/Warrant Financing under LC
- » Fraudulent Documents
- » Double/Triple Financing under the same Warehouse Receipt
- » Case studies (recent court cases)

Synthetic LC or Structured Trade Finance

- » Case studies

Prevention and Mitigation

- » Case studies

ABOUT THE TRAINER

ZOLKIFLI BIDIN

Zolkifli Bidin has over 30 years of banking experience, predominantly in Trade Financing and specialising in trade operations and marketing of trade products. He has worked at Maybank, Bank of Commerce and Hong Leong Bank, and as a consultant on the Amal Express Bank Dubai project.

He has been an Associate Member of the Asian Institute of Chartered Bankers (formerly known as the Institute of Bankers Malaysia – IBBM) since 1981 and was on the Board of Examiners for their International Trade Finance programme. He is currently the course tutor for Professional Banker – International Trade Finance.

He is associated with the Federation of Malaysian Manufacturers and Malaysian Chamber of Commerce and was part of the ASEAN meeting and business talk with South Korea and Turkmenistan. He also participated in the 2014 Trade Finance Course organised by the Bankers' Association for Finance and Trade (American Bankers Association) in New Delhi, India which focused on new developments in international trade, and is well versed in the Foreign Exchange Administration Rules through his involvement in working with Bank Negara Malaysia in the liberalization of the Rules. Zolkifli received his Diploma in Banking from the MARA Institute of Technology (now known as Universiti Teknologi MARA).

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ABOUT ABS

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

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

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

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