

## Module Synopses

### PDC 1: Certificate in Enhanced Skills for Finance in Analytics and Innovation

#### 1. Applied Financial Analytics

This module helps participants to understand how digital capabilities affect financial services. As customers continually engage with financial institutions through digital channels, a large amount of data would be accumulated. Understanding how to apply and incorporate data analytics into decision making will enable financial institutions to provide better services in the long run.

#### 2. Innovation through Design Thinking for Financial Institutions

Participants learn how financial institutions need to ensure that innovation does not come at the expense of user experience. As customers want a consistent and seamless experience in their interactions with banks, banks need to be able to adopt a customer-centric approach to innovation. This means understanding the process and techniques to approach and develop innovative services and concepts that will enhance and reinvent the customers' journey meaningfully.

Note: The learners will learn the specific design thinking methodologies and tools. These tools will be applied as well in the Integrated Digital Marketing module in PDC2.

#### 3. Human-centric Change Management

As disruptive forces sweep corporate landscape, all companies must grapple with change. The agile, adaptive lens of Design Thinking (DT) is a useful tool to tackle change management challenges. Participants learn how DT can be used for change management, dealing with people first — processes, procedures, and strategy second. Service design thinking – the psychology of change and employee engagement to shift mind-sets and change behaviours to foster greater commitment.

### PDC 2: Applied Technologies in Financial Institutions

#### 1. Integrated Digital Marketing Communications and Platforms

In this module, participants learn the uses of digital marketing tools, framework and marketing communication. Participants will acquire the skills to leverage digital platforms and channels that financial institutions use to interact with and engage customers. The various options for customers to browse and purchase will activate the different touchpoints of the customer journey through digital channels and influence marketing strategy considerations.

#### 2. Essentials of Cyber Security in Financial Institutions

To provide participants with an understanding of infocomm security concepts and issues currently faced by financial institutions. Participants will be able to identify the risks and threats such as cyber-crimes, data loss and information security risks related to third-party. Participants will then learn how to defend against security breaches by identifying effective countermeasures to be taken against such vulnerabilities. Participants will also learn about ethical and responsibility issues through case studies.

### 3. AI & Process Automation in Financial Institutions

Participants will learn how financial institutions apply technology and automation to process transactions that are manual, high-volume, repetitive and rules-based to reduce costs, improve performance and add value to clients. Artificial intelligence, robotics, cloud computing, and the like have moved to functions such as trading, underwriting and financial advice. Other technological advances such as peer-to-peer lending, blockchain, digital payment methods and currencies have also become prevalent in recent times.