

Module Synopses

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

1. Human-centric Innovation & Change Management

Design Thinking applies the principles of Human-Centered Design. Its focus is to develop innovative processes, products and services, in service of creating better human experience. Participants learn Design Thinking (DT) process and the tools are used to come up with the solution of **What** to implement. Change Management is also a human-centered activity. Change agents promote engagement and consider people's experience to plan the implementation. The focus of Change Management is How to implement the solution taking into account **how** people will respond to the changes. Participants learn how DT can be used for change management, getting support and buy-in with people to ease adjustment to the changes.

2. Fintech & Digital Transformation in Banking

This module aims to build familiarity in Fintech by developing an understanding of the disruptive innovations in the banking sector. Basic understanding on some of the related technologies such as blockchain and APIs will be studied with their application in areas such as digital banking, cryptocurrencies, payments and open banking..

3. 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.

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

This module introduces participants to how financial institutions, while going through the digital transformation, will encounter new kinds of risks such as cybercrime, data loss and third-party risks. With tighter regulatory requirements such as technology laws, financial

institutions need to have effective risk management frameworks that will safeguard the interests of stakeholders and employees, including evolving from gatekeepers to partners in the innovation process, and acquiring new skills to establish better controls and to safeguard the process.

3. AI & Process Automation in Financial Institutions

Artificial intelligence (AI) and robotic process automation (RPA) are key technologies that financial institutions are putting to work. Participants will learn about the development of machine learning models in banking context, including marketing and loan-underwriting. They will also learn about automation technologies that will speed up repetitive tasks, reducing costs and improving performance.