

# Course Outline

(A SIDC CPE approved course)

**Title :** AMLA, Financial Services & Prevention of Market Misconduct in Digital Economy

**Date :** 22nd August 2019

**Venue :** Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

**CPE :** 10 Points

**Speaker :** Dr Ch'ng Huck Khoon

## Objectives

1. Explain what is Digital Economy;
2. State the compliance requirements by SC Guidelines On Management of Cyber Risk; .
3. State the purpose, objectives, key characteristics of the CMSA 2007 and Bursa Rules on market misconduct activities in Digital Economy;
4. Explain the important of customer service in financial services industry;
5. Develop strategies to build stronger relationship and handle difficult customers; and
6. Discuss the important of Know Your Clients (KYC) and encourage customer loyalty

Time	Descriptions
9 : 00 - 10 : 00	<b>Digital Economy</b> <ul style="list-style-type: none"><li>• What is Digital Economy?</li><li>• Case Study: E-Commerce and M-Commerce related Financial Frauds</li><li>• FinTech and Block Chain Technology</li><li>• How to prevent Financial Frauds in Digital Economy</li></ul>
10 : 00 - 10 : 15	<b>Coffee Break</b>
10 : 15 - 12 : 30	<b>Market Misconduct</b> <ul style="list-style-type: none"><li>• Unauthorised trades undertaken in the accounts of clients and sharing of User IDs and passwords</li><li>• Front running, spoofing, stacking, wash order, marking the close, churning, rolling etc</li></ul>
12 : 30 - 13 : 00	<b>SC Guidelines on Management of Cyber Risk</b> <ul style="list-style-type: none"><li>• Roles and Responsibilities of Board of Directors</li><li>• Roles and Responsibilities of Management</li><li>• Cyber Risk Policies and Procedures</li><li>• Cyber Risk Measures</li><li>• Prevention</li><li>• Detection</li><li>• Recovery</li></ul>
13 : 00 - 14 : 00	<b>Lunch Break</b>
14 : 00 - 15 : 00	<b>Financial Services Industry and Customer Service</b> <ul style="list-style-type: none"><li>• Expectation of Quality Service</li><li>• Enhanced Consumer Preparation</li><li>• Growth of E-Commerce and M-Commerce</li><li>• The Customer Service Environment</li><li>• Financial Planning and Customer Service</li></ul>

Time	Descriptions
15 : 00 - 16 : 00	<p><b>Customer Service and Behaviour</b></p> <ul style="list-style-type: none"> <li>• Identifying Behavioural Styles</li> <li>• Building Stronger Relationship</li> <li>• Service Breakdowns and Service Recovery</li> <li>• Difficult Customers</li> <li>• Handling Emotions with the Emotion-Reducing Model</li> <li>• Strategies for Preventing Dissatisfaction and Problem Solving</li> </ul>
16 : 00 - 16 : 15	<p><b>Coffee Break</b></p>
16 : 15 - 17 : 15	<p><b>Encouraging Customer Loyalty</b></p> <ul style="list-style-type: none"> <li>• The Role of Trust</li> <li>• The Important of Know Your Client (KYC)</li> <li>• The Important of Customer Relationship Management (CRM)</li> <li>• Provider Characteristics Affecting Customer Loyalty</li> <li>• Making the Customer Number One</li> <li>• Enhancing Customer Satisfaction as a Strategy for Retaining Customers</li> </ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	AMLA, Financial Services & Prevention of Market Misconduct in Digital Economy
COURSE DATE	22nd August 2019
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL
REGISTRATION TIME	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEEES	<b>RM 395 for Banker, member of professional associations [early bird by 22 July 2019]</b> RM 445 for Banker, member of professional associations <b>RM 515 for Public [early bird by 22 July 2019]</b> RM 585 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to cpe-seminar@chkconsultancy.com.my
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to cpe-seminar@chkconsultancy.com.my or fax to 03-76104234
Terms & Policies	1. submission of this document would imply agreement to our terms and policies. 2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant. 3. CHK Consultancy Sdn Bhd implements a non-refund policy. Transfer to another program date incurs a 20% transfer fee and must be within 1 month from the effected month. However, we allow a replacement participant with no additional charge. 4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee. 5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount. 6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability. 7. DISCLAIMER : CHK Consultancy Sdn Bhd reserves the right to change the venue, alter the speaker(s) without further notice, reserves the right to cancel/postpone this program. Administrators and participants will be notified and any payment received will be carried forward.

## MODE OF PAYMENT

PLEASE TICK

1. By cash, please bank into MAYBANK, "CHK CONSULTANCY SDN BHD"	<input type="checkbox"/>
2. Cheque made payable to CHK CONSULTANCY SDN BHD	<input type="checkbox"/>

## PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE	
SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

## ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
EMAIL ADDRESS	
PHONE NO.	
FAX NO.	
BUSINESS POSTAL ADDRESS	