

Course Outline

(A SIDC CPE approved course)

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

Date : 19th March 2020

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

Time	Descriptions
15 : 00 - 16 : 00	Customer Service and Behaviour <ul style="list-style-type: none"> • Identifying Behavioural Styles • Building Stronger Relationship • Service Breakdowns and Service Recovery • Difficult Customers • Handling Emotions with the Emotion-Reducing Model • Strategies for Preventing Dissatisfaction and Problem Solving
16 : 00 - 16 : 15	Coffee Break
16 : 15 - 18 : 30	Encouraging Customer Loyalty <ul style="list-style-type: none"> • The Role of Trust • The Important of Know Your Client (KYC) • The Important of Customer Relationship Management (CRM) • Provider Characteristics Affecting Customer Loyalty • Making the Customer Number One • Enhancing Customer Satisfaction as a Strategy for Retaining Customers

TRAINING COURSE REGISTRATION FORM

COURSE TITLE	AMLA, Financial Services & Prevention of Market Misconduct in Digital Economy
COURSE DATE	19th March 2020
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	RM 428 for Banker, member of professional associations [early bird by 19 Feb 2020] RM 478 for Banker, member of professional associations RM 548 for Public [early bird by 19 Feb 2020] RM 598 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	10 (Ten)
Instructions	Complete this form and fax to 03-76104234 or email to cpeseminar@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 cpeseminar@chkconsultancy.com.my or fax to 04-2299327
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

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2. Cheque made payable to CHK CONSULTANCY SDN BHD	

PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE NO.	
CMSRL LICENSED NO.	
ERP LICENSED NO.	
AICB LICENSED NO.	
FIMM LICENSED NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

ADMINISTRATOR DETAILS

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