



Asia Masters Center

MBA in Finance



MBA in Finance

Course Objective

- Understand the key issues and challenges facing the banking & finance sector
- Understand more fully the impact of the role of finance and managing shareholder value in banking and finance
- Target, prioritise and manage strategic change in the sector and in your role
- Develop and implement effective strategies
- Develop and integrate functional strategies e.g. marketing, technology, operations, organisation and people
- Manage and implement change
- Evaluate lending propositions and manage a loan portfolio effectively
- Measure and reduce risk
- Gain a powerful and effective Mini MBA toolkit to use in your present and future jobs

Target Audience

- Senior banking and finance executives who wish to develop their breadth of understanding by engaging with other leaders in the sector
- Managers responsible for developing their organisations strategic vision and plans
- Managers responsible for implementing change

- Those involved with risk management
- Those who seek senior positions within the banking and finance sector
- Functional managers in Sales and Marketing, Finance, HR, Operations and IT, who want to see the “bigger picture” and formulate “mini strategies”
- Senior managers in businesses supplying banking and finance (e.g. IT, consultants, outsourcing companies) who wish to deepen sector knowledge and build sales and advisory capability to the sector



Course Outline

- **DAY 1**
- **International Financial Markets & Instruments**
- An overview of International Financial Markets, Regulation, Instruments & Risk
- International Bank Balance Sheets & Income Statements
- Marketing Financial Services & Products
- Securitisation & Derivatives
- Islamic Banking Instruments
- Current trends, issues and developments in International Financial Markets
- **DAY 2**
- **Strategic Management**
- Strategic Issues facing the Financial Sector
- Strategic Planning and the Importance of Competitor Advantage
- Developing & Evaluating Strategic Options
- Develop and integrate Functional Strategies e.g. marketing, technology, operations, organisation and people
- Implementing & Managing Successful Strategies

- **Guest Speakers** – leading strategists from the financial services sector
- **DAY 3**
- **Management & Leadership**
- The Skills of Effective Leader & Manager ?
- Organisational Structure & Culture
- Manage Cross Functions e.g. marketing, technology, operations, organisation and people
- Change Management
- Relationship Management – Managing the Customer Relationship
- **Guest Speakers** – leading managers from the world of finance
- **DAY 4**
- **Financial Management**
- The Role of Finance to Maximize Shareholder Wealth and the Value of the Business
- Developing Sustainable Profit
- Financial Performance Evaluation – Profitability; Liquidity and Capital Adequacy
- Business Valuation Models
- Managing and Controlling a Loan Portfolio
- **Guest Speakers** – leading financial managers from the world of finance
- **DAY 5**
- **Risk & Risk Management**
- Identifying & Evaluating Risk
- Regulation, Liquidity & Capital Adequacy Requirements
- Risk Measurement & Stress Testing
- Risk, Assets & Liability Management
- Capital Allocation and VAR (Value-At-Risk) Modelling
- Current & Future Issues in bank financial management

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➡ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

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