There is no doubt that the financial services institutions sector especially the banks manage incredibly huge volumes of financial transactions every day. This combined with vast customer, operational and regulatory data presents challenges in how these institutions must move well beyond those basics of managing those data.

As most financial institutions ramp up to launch big data and analytics business and technology strategies, they must ensure that their employees are fully equipped with the ability to effectively tap into and analyse every bit of available data – structured and unstructured alike. The use of business analytics to turn data into new business insights to make better decisions, improve policy making, develop strategy and the day-to-day performance has become increasingly important.
Koo Ping Shung is an experienced practitioner of analytics spanning numerous industries and business functional areas such as Marketing Management, Risk Management. He currently holds a MBA degree from the University of Adelaide as well as a BSSc(Hon) degree (Major in Economics & Minor in Computational Finance and Mathematics) from National University of Singapore. He has years of experience in the retail credit risk portfolio management across many products, both secured and unsecured. During his work in the banks, he led the team in validation of credit risk scorecard development project, ensuring statistically sound models are built. He has done stress testing and simple simulation model to study the impact of adverse economic conditions on credit product portfolio. Another significant project that he has done was customer segmentation, using various metrics, both revenue and credit risk to discover profitable market for the bank. Ping Shung's experience also includes ETL processes and data management in the banking environment as well.

Course Description

This course demonstrates the capabilities of Analytics through the life stages and the role of T&O in the value chain of Analytics initiatives in the banking and financial sector.

At the end of the course, the learner will understand more about the requirements of an Enterprise wide business analytics implementation and importance of the DELTA framework in driving proper adoption of Analytics in the bank and the impact from proper implementation.

Course Outline

Introduction to Business Analytics

I. Introduction to Data Driven Analytics
II. Life Stages of Organization in Business Analytics
III. DELTA Framework – Creating the analytical environment that delivers:
   • Data - The key to data analytics
   • Enterprise - The organization
   • Leader - The drivers
   • Target - The goals
   • Analyst - The people
IV. G.R.E.A.T Framework - What makes the analysis useful?
V. Consumer Aspect of Analytics
VI. Business Aspect of Analytics
VII. Knowing the data - a view on data quality
VIII. Answering the business needs
IX. Building a model: Occam Razor principle
X. Model and how they affect business
XI. Monitoring the model
XII. Retiring a model

Trainer’s Biography

Koo Ping Shung is an experienced practitioner of analytics spanning numerous industries and business functional areas such as Marketing Management, Risk Management. He currently holds a MBA degree from the University of Adelaide as well as a BSSc(Hon) degree (Major in Economics & Minor in Computational Finance and Mathematics) from National University of Singapore. He has years of experience in the retail credit risk portfolio management across many products, both secured and unsecured. During his work in the banks, he led the team in validation of credit risk scorecard development project, ensuring statistically sound models are built. He has done stress testing and simple simulation model to study the impact of adverse economic conditions on credit product portfolio. Another significant project that he has done was customer segmentation, using various metrics, both revenue and credit risk to discover profitable market for the bank. Ping Shung’s experience also includes ETL processes and data management in the banking environment as well.
What make our courses unique?

- Industry-relevant curriculum packed with pertinent trends and developments in the FSI
- Opportunities to work on close to real-life financial systems
- Interactive and experiential delivery that includes hands-on simulation, role plays, case studies and classroom lecture
- Glean further insights from industry guest speaker, exclusively invited by FITA

Case Studies and Lab

Hands-on lab exercises and assessments are designed to employ the concepts and methodologies taught in the course and these include organisational mapping to the DELTA framework and various modelling exercises. There is also emphasis on evaluating your personal development as an analyst.

Who Should Attend

This three-day course is for IT or analytic professionals seeking to gain knowledge and skills to support IT-Analytic projects for the Financial Services Industry (FSI). It is also relevant to the FSI professionals who wish to move into T&O functions.

Pre-requisites

- Possess at least a basic diploma or equivalent qualification
- Possess a good command of the English language
- Possess good analytical and evaluation skills
- Possess good problem-solving skills and communication skills

Certification

Upon successful completion of the NICF accredited course, you will receive a certificate from Singapore Management University.

Course Fee

$3,210* (inclusive of GST)

(70% CITREP II funding capped at $3,500 per trainee is available. Singaporeans and PRs only.)

See overleaf for details

10% GROUP DISCOUNT for 3 or more participants from same company for the same course, terms and conditions apply

Register Now

To register for the course or to view the latest class schedule, visit www.fita.smu.edu.sg
Funding and Claims Process

CITREP funding is available for Singapore citizens and PRs for this course. Participants will pay the course fees in full upfront and claim up to 70% of the nett payable fees. Applications for claims are to be submitted via Infocomm Competency Management System portal www.idaicms.gov.sg within 3 months from the actual completion date.

Terms and conditions apply. For more details, visit www.ida.gov.sg/citrep

Have a question?

Get in touch with our friendly staff.

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About Financial IT Academy @SMU

Located at the Singapore Management University, the Financial IT Academy @SMU (FITA) is the first-of-its-kind academy in Singapore set up to support the evolving needs of the financial services industry. On 28 May 2013, SMU was appointed by the Monetary Authority of Singapore and Infocomm Development Authority of Singapore as the lead provider to design and deliver quality training programmes for Technology & Operations professionals in the financial services industry in Singapore.

FITA’s vision is to help strengthen Singapore’s position as a leading global financial hub by increasing the talent pool and improving the quality of financial IT professionals in the financial services sector. Utilising a flexible curriculum designed and delivered by SMU faculty members and industry practitioners and partners, FITA focuses on equipping mid-career professionals, and fresh graduates with useful and relevant skills, knowledge and capabilities, thereby laying a stronger foundation for and increasing the number of IT professionals for deployment in the financial services sector.

Information is correct at the time of printing. SMU reserves the right to amend any information without prior notice. Visit www.fita.smu.edu.sg for updated information.