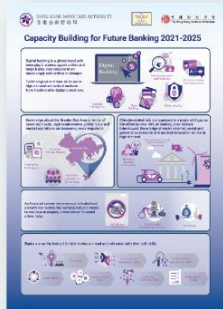


B.E.S.T. Certificate Programme

Bridging the Talent Gaps for Future Banking Talent



“Capacity Building for Future Banking 2021-2025” jointly published by the Hong Kong Monetary Authority (HKMA), the Hong Kong Association of Banks (HKAB) and The Hong Kong Institute of Bankers (HKIB) highlighted four potential talent gaps required to support the sector’s planned growth:

- Banking Knowledge in the Greater Bay Area (GBA)
- Environmental, Social and Governance (ESG)
- Soft Skills
- Technology & Data

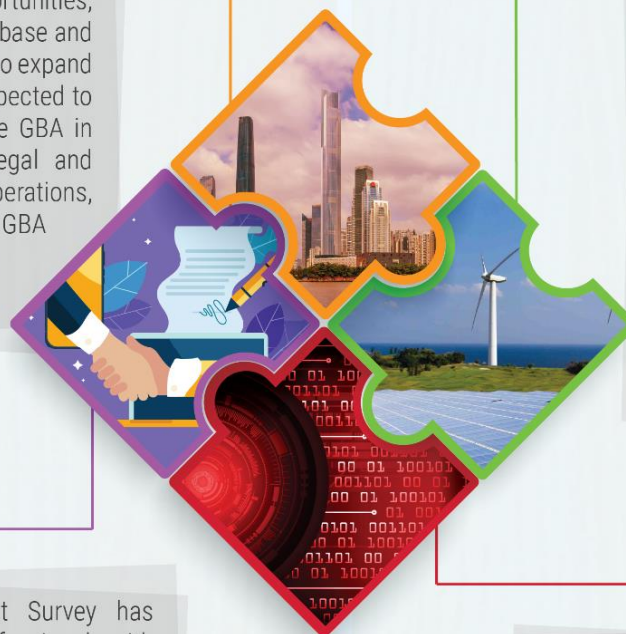
Scan & read the infographic



How B.E.S.T. Certificate Programme helps you build foundational Skills in each of these FOUR areas to future-proof your career

GREATER BAY AREA

The GBA presents financial opportunities, access to a much larger customer base and scalability for banks in Hong Kong to expand their business. Banks staff are expected to have a good understanding of the GBA in terms of its customer needs, legal and policy requirements, and market operations, such that staff mobility around the GBA becomes another HR deployment strategy.



ESG

ESG product innovation, policy, risk management and reporting represent a nascent skillset for bankers globally. After the HKMA’s launch of “Green and Sustainable Banking” measures in May 2019, banks have identified the need to meet the “Greenness Baseline” assessment and other tangible deliverables that will promote the climate-related risk management and sustainable development of the Hong Kong Banking industry in the coming years.

SOFT SKILLS

Our annual Talent Development Survey has identified a strong demand for professionals with specific soft skills. As banks continue to navigate through their digital transformation, they are on the lookout for professionals who pursue personal excellence and can lead and add value with their soft skills, with customer service fast becoming an increasingly important differentiator of competitiveness.

TECHNOLOGY & DATA

To facilitate digital banking initiatives, banks are redefining job roles, requiring tech-savvy professionals. It is important to have staff members who have a basic understanding of the major technologies underpinning the digital banking solutions and operational processes that are required by the industry. As data plays an increasingly bigger part in the transformation of digital banking, more banking practitioners will need data skills to help banks generate insights, make decisions, solve problems and deliver a better customer experience.



PROGRAMME STRUCTURE

The certificate programme comprises of four modules:

Module	Course code	Topic	Date & Time	Application Deadline	Early Bird Deadline
1. Banking Knowledge in the GBA	HDCPDBESP220501	Emerging Banking Opportunities & Risks in the GBA	19 May (Thu), 7-10pm	12 May	5 May
2. ESG	HDCPDBESP220502	ESG in the future: from Corporate Strategy to Individual Development	24 May (Tue), 7-10pm	17 May	10 May
3. Soft Skills	HDCPDBESP220503	Leadership Essentials - Managing Self, People and Work	26 May (Thu), 7-10pm	19 May	12 May
4. Technology & Data	HDCPDBESP220504	Evolution of FinTech - the Future of Banking	31 May (Tue), 7-10pm	24 May	17 May
B.E.S.T. Certificate Programme	HDCPDBESP220505	Enrol for all of the above 4 modules	Refer to above	12 May	5 May



TARGET AUDIENCE

Current Banking practitioners who want to reskill and widen their knowledge in all 4 major skill gaps identified by HKMA.



ASSESSMENT

Assessment: 20 multiple-choice questions for each module

Passing Mark: Average score achieved 70%



CERTIFICATION

Certificate of Completion

- (i) Participants have attended the respective module; and
- (ii) Participants have passed the course end MC assessment (average score achieved 70%)

Certificate of Completion – B.E.S.T. Certificate Programme

- (i) Participants have attended all 4 modules; and
- (ii) Participants have passed the course end MC assessment of all 4 modules (average score achieved 70% for each module)



PROGRAMME DELIVERY

Mode: Virtual Classroom (by Zoom)

Language: Cantonese



PRICE

Module	Topic	Individual member price	Staff of Corporate member Price	Non-member (Early bird price)	Non-member (Regular price)
1. Banking Knowledge in the GBA	Emerging Banking Opportunities & Risks in the GBA		HKD900		HKD 1,000
2. ESG	ESG in the future: from Corporate Strategy to Individual Development		HKD900		HKD 1,000
3. Soft Skills	Leadership Essentials - Managing Self, People and Work		HKD900		HKD 1,000
4. Technology & Data	Evolution of FinTech - the Future of Banking		HKD900		HKD 1,000
B.E.S.T. Certificate Programme	Enrol for all of the above 4 Modules (with discount)		HKD3,200		HKD 4,000



APPLICATION

Scan the QR code below or [click here](#) to apply via E-form.

