

MODULE SPECIFICATIONS

Certificate in Financial Services (CFS)

Level of Study: Foundation (Level 1)

Effective date: 1 September 2023

Version: 2.1

Inclusion of qualification time limit in Section F and module time limit in Section G

A. Module Aim

The Certificate in Financial Services (CFS) module develops the candidate's insights on the business of banking while combining the study of core banking principles and practice influencing the evolution of banking in Malaysia. With key themes including banking products and services, principles of lending, risk, regulation and responsible as well as sustainable banking, this module concludes by considering what it means to be a professional in an evolving banking environment. In addition, this module aims to equip candidates with tools to better assist their banks in delivering strategies, perform well at work, and serve customers, communities, and the wider environment well.

B. Learning Outcomes (LO)

Upon completion of this module, candidates will be able to:

LO1 – Understand the banking and wider financial services sector in Malaysia

LO2 – Explain how banks market products and services and the impact of digital and data-driven innovation on how banks develop and deliver banking services and conduct their banking through a wide range of distribution channels

LO3 – Illustrate the principles of a sound and responsible approach to lending and how these principles are applied to ensure fair outcomes for customers

LO4 – Describe the range of risks that banks face in a digital age and identify the ways in which these risks can be effectively mitigated and managed

LO5 – Understand regulatory compliance, its framework, and roles in financial institutions

LO6 – Understand the critical factors that are influencing the development of the Malaysian banking system.

C. Learning Method

A combination of methods can be adopted that includes but not limited to:

- Workshops
- Discussions
- Seminars
- Self-study

D. Assessment

Examination (Pearson-Vue Online)	MCQ	Written	Assignment
Duration	2 hours		
Format	80 MCQs		
Passing mark	60%		

E. Syllabus Outline

#	Learning topics	Learning outcomes (LO)	Assessment criteria
1	<p>Financial services sector in Malaysia</p> <p>1.1 The Malaysian financial system structure</p> <p>1.2 Banking products and services</p> <p>1.3 Payment system</p> <p>1.4 Benefits of a well-functioning financial service to the economy</p> <p>1.5 Ethics</p>	<p>LO1 – Understand the banking and wider financial services sector in Malaysia.</p>	<ol style="list-style-type: none"> 1. Explain what banking is and distinguish between different types of banking and financial services activities in Malaysia. 2. Match suitable banking products and services with the customer needs. 3. Identify the impact of technology on payment systems. 4. Explain how financial services contribute to the Malaysian economy. 5. Understand the influence of professional ethics and conduct in banking.
2	<p>Serving customers: Products, services, and distribution channels</p> <p>2.1 Customers to banks</p> <p>2.2 Roles of marketing in financial services</p> <p>2.3 Financial distribution channels</p> <p>2.4 Marketing strategies for financial services</p>	<p>LO2 – Explain how banks market products and services and the impact of digital- and data-driven innovation on how banks develop and deliver banking services and conduct their banking through a wide range of distribution channels.</p>	<ol style="list-style-type: none"> 1. Understand the types of customers and their needs in banking. 2. Explain how marketing principles are used in banking and the marketing and sales channels for a bank. 3. Describe the range of distribution channels used by banks to deliver the products and services to customers in a digital age. 4. Differentiate between the multi, omni and opti-channels of distribution.

#	Learning topics	Learning outcomes (LO)	Assessment criteria
3	<p>Principles and practice of bank lending in Malaysia</p> <p>3.1 Lending in banking</p> <p>3.2 The credit process cycle</p> <p>3.3 The legal status of borrower</p> <p>3.4 Secured and unsecured lending products</p> <p>3.5 Credit mediation bureau</p> <p>3.6 Credit documentation, information, and verification</p> <p>3.7 Credit rating agencies</p> <p>3.8 Securities</p> <p>3.9 Guarantees and indemnities</p> <p>3.10 Digital innovations</p>	<p>LO3 – Illustrate the principles of a sound and responsible approach to lending and how these principles are applied to ensure fair outcomes for customers.</p>	<ol style="list-style-type: none"> 1. Explain the key principles of good bank lending and how these can contribute to making responsible and ethical lending decisions. 2. Apply stages of the “credit process cycle” to the appropriate purpose. 3. Identify the considerations for borrowers to be matched to appropriate lending products. 4. Understand the role of Ombudsman for Financial Services on borrowers’ protection and customer complaints. 5. Describe the source of info used by banks to evaluate a loan application 6. Describe the role of security in the lending process. 7. Identify the impact of technology on lending.
4	<p>Risk management in banking</p> <p>4.1 Definition of risk</p> <p>4.2 Classifications of risk in financial services</p> <p>4.3 Types of risk</p> <p>4.4 Roles and functions of risk, the methodologies and the governance used in managing risk</p> <p>4.5 Risk management control function</p> <p>4.6 Risk management process</p> <p>4.7 Emerging risks</p>	<p>LO4 – Describe the range of risks that banks face in a digital age and identify how these risks can be effectively mitigated and managed.</p>	<ol style="list-style-type: none"> 1. Know the definition of risk and the applicable standards in bank risk management. 2. Identify the classification of risk and the various types of risk in banking. 3. Recognise the importance of risk management to financial institutions. 4. Illustrate the risk management process. 5. Describe the critical nature of emerging risk.
5	<p>Regulatory compliance</p> <p>5.1 What is regulatory compliance</p> <p>5.2 Corporate governance</p> <p>5.3 Compliance culture</p>	<p>LO5 – Understand regulatory compliance, its framework, and roles in financial institutions.</p>	<ol style="list-style-type: none"> 1. Indicate the various regulatory institutions influencing banking and financial services. 2. Understand the roles and responsibilities of the key

#	Learning topics	Learning outcomes (LO)	Assessment criteria
	5.4 Consequences of non-compliance 5.5 AML/CFT and proliferation financing		stakeholders in managing regulatory compliance. 3. Recognise and appreciate the compliance culture. 4. Identify the consequences of non-compliance. 5. Recognise the prevention measures taken by banks to mitigate the risk of money laundering, counter financing terrorism and proliferation financing.
6	Innovation and the key influence of the development of banking in the Malaysia banking sector 6.1 Innovation in banking 6.2 Fintech 6.3 Green finance, blue finance and Greentech 6.4 UN principles for responsible banking	LO6 – Understand the critical factors that are influencing the development of the Malaysian banking system.	1. Identify the need for innovation in banking and the impact of Fintech on banking. 2. Understand the potential impact of green and blue finance on banking. 3. Identify environmental issues that impact banks in offering finance. 4. Explain the concept of sustainability for bank operating models and customer interactions. 5. Understand the rationale for the UN principles and how they might influence the future development of banking.

F. Qualification Time Limit

The qualification time limit refers to the time allocated to candidates to complete all the required modules for a certificated programme at the respective level of study. Candidates must complete the programme within the stipulated qualification time limit upon enrolment, failing which they will lose all the passes accumulated and must re-apply to the programme.

The qualification time limit for Level 1 Foundation Certificated Programmes is **12 months**.

G. Module Time Limit

The module time limit refers to the time allocated to candidates to complete and pass the module after successful registration.

The module time limit starts once candidates have successfully registered to a module. The module time limit for this module is **12 months**. Please make sure you complete your module before the module time limit expires. Candidates who did not complete within the module time limit are required to re-register the module with full payment.

For more information on the qualification and module time limit, please refer to the [AICB Membership and Qualification Regulations](#).