



CREATING VALUE WITH AI & DATA  
FOR BANKING & FINANCE LEADERS

## ESSEC Business School

- Triple-crown accredited by EQUIS, AACSB and AMBA, as one of only a select group of prestigious business schools globally
- 6th in the Financial Times' European Business Schools 2020 Ranking
- 3rd in the Financial Times' Executive Education-Custom Programmes 2020 Ranking
- 3rd in the Financial Times' Masters in Management 2020 Ranking
- 4th in the Financial Times' Masters in Finance 2020 Ranking
- 3rd in the QS World University Rankings: Masters in Management Rankings 2022



ABS in Paris | Executive Education

# CREATING VALUE WITH AI & DATA FOR BANKING & FINANCE LEADERS

11 - 15 SEPTEMBER 2023



ASIAN  
BANKING  
SCHOOL



ABS FLAGSHIP PROGRAMME

## CREATING VALUE WITH AI & DATA FOR BANKING & FINANCE LEADERS

INAUGURAL EDITION

“ AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire. ”

*Sundar Pichai, CEO of Google*

Finance functions are rapidly and profoundly changing given the recent developments in AI and data usage. We are faced with new technologies the potential of which must be well understood by leaders of the banking and finance industry.

This sentiment was emphatically reflected in the results of the L&D Global Sentiment Survey 2023 (<https://donaldhtaylor.co.uk/insight/gss2023-results/>). Participated by 3,996 people from 100 countries including Malaysia, the survey showed that 2023 is the year that L&D returns to a focus on data, AI and systems after a temporary departure due to changing learning and development needs arising from the pandemic. The survey further concluded that we are back to where we thought we would be in 2019, when Artificial intelligence ranked #2, or in 2020, when Learning analytics was #1. In the intervening years, the power of AI and the ability to handle data, have grown hugely more sophisticated. ChatGPT is only the latest, public expression of decades of work that have been taking place in the background.

The ESSEC Business School is one of the leading and pioneering business schools in the fields of Artificial Intelligence, Data Science and Digital Transformation. Rated one of the top business schools in the world and the 3rd best in Executive Education - Custom Programmes (the Financial Times 2020 global rankings), the Asian Banking School is pleased to be collaborating with ESSEC to develop and deliver the Creating Value with AI and Data for Banking and Finance Leaders Programme.

This inaugural week-long international residential programme was designed especially for banking and finance senior executives and will provide participants with the necessary and latest insights, frameworks and tools to elevate and accelerate strategic decisions in AI and Data usage and adjust their organisations to the realities of this new era. They will gain first-hand exposure to global banking and finance trends through interactive lectures and case studies at ESSEC's Paris campus located in the heart of the financial district, company visits and industry talks.

## PROGRAMME AT A GLANCE

Sunday 10 Sep	Monday 11 Sep	Tuesday 12 Sep	Wednesday 13 Sep	Thursday 14 Sep	Friday 15 Sep
Arrival in Paris	Kick-off Session Welcome Speech  Discovering AI & Data and their Role in Banking & Finance  Understanding New Developments in Qualitative Approaches	Benefits & Challenges of a Data Driven Organisation  Creating a Successful Data Driven Company Roadmap	AI Literacy, Experimentation & Value Metrics  Creating a Common Language Regarding AI & Data	Data Value Creation in Action  Practical Examples from Leading Business Organisations	How AI and Data Analytics Impact ESG Developments in the World of Finance
	Lunch	Lunch	Lunch	Lunch	Lunch
Visit to the Louvre Museum with priority access guided tour. Followed by Welcome Drinks.	Leveraging Value with AI for Top Management Teams  Ethical Implications of AI in Finance	Company Visit: Best Practices in AI & Data - Lessons from a Top Financial Institution	Industry Talk: Learning from Practitioners; FinTechs & Alternative Data Providers	Translating Data into Monetisation Strategies for Banking Organisations	Delivering Data Storytelling and Dashboards  Certificate Ceremony
	Evening Break	Evening Break	Evening Break	Evening Break	Evening Break
Free Time	Welcome Dinner at the Le Ciel de Paris	Free Time	Free Time	Farewell Dinner on the Bateaux Parisiens	Free Time

### PROGRAMME FEES\*

**MALAYSIAN PARTICIPANTS**

**MYR 45,000**  
per participant

**INTERNATIONAL PARTICIPANTS**

**EUR 9,800**  
per participant

\* Fee includes all training activities and materials, company visits, lunches during training days, special dinners, the social programme and accommodation (from 10-16 September 2023) in single rooms in a 4-star hotel. It is not inclusive of taxes.

MyCo ID: 201201039737

### CPD HOURS



### ENQUIRIES

Please contact Asian Banking School at:  
Tel: +603-2701 7822 or  
Email: [training@asianbankingschool.com](mailto:training@asianbankingschool.com)

Note : All Information in this publication is correct at the time of printing but may be subject to change.

### REGISTRATION

Please register online at  
[www.asianbankingschool.com/our-programmes/executive-education](http://www.asianbankingschool.com/our-programmes/executive-education)

Alternatively, you may email your completed Registration Form to [training@asianbankingschool.com](mailto:training@asianbankingschool.com)  
Terms and conditions apply. Please visit  
[www.asianbankingschool.com/terms-and-conditions](http://www.asianbankingschool.com/terms-and-conditions)

### PAYMENT OPTIONS

- This programme is an approved **HRD Corp** claimable course and employers can claim 100% of the programme fee.
- The programme fee and roundtrip airfare is **STF credit** claimable by qualifying Malaysian banks.



SUNDAY, 10 SEPTEMBER 2023

### **Pre-Programme**

**Visit to the Louvre Museum, 3:00pm (duration 2 hours)  
Followed by Welcome Drinks**

On Sunday afternoon, participants have the option of joining us on a priority access guided tour of the Louvre Museum. It is the world's largest museum and houses one of the most impressive art collections in history including the famous Leonardo da Vinci's Mona Lisa. With priority access, participants will follow the guide straight into the museum without needing to stand in line. After the tour, a Welcome Drinks session will be held.

MONDAY, 11 SEPTEMBER 2023

## Morning Session : **Kick-Off Session & Welcome Speech**

The first session will be an introduction to the Programme and what to expect in the week.

## Morning Sessions : **Discovering AI & Data and their Role in Banking & Finance** : **Understanding New Developments in Qualitative Approaches**

We will start the morning with an overview of the role that AI and Data plays in the financial services. We will then review the specificities of qualitative methods available (for example : case study, action research, ethnography) to understand how such methods could help, for example, to identify the possible roadblocks to technology adoption by interviewing designers and users. We will provide practical examples and guidance for running such investigations, and how to interpret the data collected. The session will be based on multiple practical examples from existing projects.

## Afternoon Sessions : **Leveraging Value with AI for Top Management Teams** : **Ethical Implications of AI in Finance**

We highlight the main foundations of Artificial Intelligence and its differences with human intelligence. A brief history of AI allows us to understand its current frontier consisting of machine learning. The main focus of this session is value creation with AI. As a tool, we practice how to leverage value with the AI Canvas. The participants learn to analyse and manage AI-driven digital transformation processes, uncover and leverage the value potential of AI. Participants will be able to identify potential sources of AI bias and to develop strategies to mitigate AI bias in their organisation's AI systems. The afternoon will also see us discussing the ethical questions posed by artificial intelligence.

## Evening Session : **Welcome Dinner**

It is customary for ABS to have a Welcome Dinner for participants of all its International Executive Education programmes on the first day. The venue for this Welcome Dinner will be at the elegant Le Ciel de Paris. Located on the 56th floor of the Montparnasse Tower, this restaurant offers the most beautiful and panoramic view of Paris. With 58 floors, Montparnasse Tower is the highest building in the capital and the second most in France.



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**TUESDAY, 12 SEPTEMBER 2023**

**Morning Sessions : Benefits & Challenges of a Data Driven Organisation  
: Creating a Successful Data Driven Company Roadmap**

In the morning, we will clearly define what it means to be a data driven company and discuss what are the benefits and challenges. We detail how to run a data driven journey according to the following four dimensions. First, ambition and vision: how to setup a data strategy according to the business strategy. Second, data culture and data literacy. Third, data use cases strategy and value. Fourth, skills, organisation and technology. We practice the concepts with a banking case study that will take us from the business strategy right up to a use case.

**Afternoon Session : Company Visit : Best Practices in AI & Data - Lessons from a Top Financial Institution**

Participants will visit selected financial sector actors in the financial district of Paris La Défense and have the opportunity to gain insights on first-hand experience from practitioners in the field of AI & Data.

**WEDNESDAY, 13 SEPTEMBER 2023**

**Morning Sessions : AI Literacy, Experimentation & Value Metrics  
: Creating a Common Language Regarding AI & Data**

A major problem in the development of valuable AI solutions is the lack of a common language regarding data and AI. The morning sessions will provide the necessary elements that allow clear communication, so that strategic decisions can be made based on data via experimentation. We discuss value metrics which allow to quantify the impact of these strategic decisions. Participants will learn to improve their data language skills and to implement A/B testing in practice.

**Afternoon Session : Industry Talk**

Participants will get to learn the latest developments in AI and data and gain first-hand information from FinTech and Alternative Data Provider practitioners.

**THURSDAY, 14 SEPTEMBER 2023**

**Morning Sessions : Data Value Creation in Action  
: Practical Examples from Leading Business Organisations**

Companies often have access to a lot of data but value is not always easy to extract from it. We provide a framework to tackle the main challenges and typical steps from raw data collection to client delivery. We will include specific examples around iterations a market intelligence platform made on its data pipeline to fit client needs. The participants learn to understand why and how to build out value from data, and work through practical examples to understand the main challenges around data processing.

**Afternoon Session : Translating Data into Monetisation Strategies for Banking Organisations**

Like any product, the value of a certain data needs to be proven to be sold to end-customers. We work through various examples of datasets and data products and explore how the value they provide translates into monetisation strategies. Participants learn to discover various types of datasets that are sold to different types of customers and understand the principles of minimum valuable products and product market fit. Pricing and sales strategies to go to market will also be covered.



## Evening Session : **Farewell Dinner**

The farewell dinner is also an ABS tradition for its Executive Education programmes and this one will be held on the Bateaux Parisiens, where participants will get to enjoy a wonderful evening on a Paris Seine boat. From the boat's large bay windows, you will see the Musée d'Orsay, Notre-Dame de Paris Cathedral, and the Conciergerie located on the Ile de la Cité, as well as the Louvre. This exceptional view will also include a chance to observe the illuminated Eiffel Tower as the boat passes by. While admiring the view, an elegant dinner will be served on the boat.



FRIDAY, 15 SEPTEMBER 2023

## Morning Session : **How AI & Data Analytics Impact ESG Developments in the World in Finance**

This session will cover recent advances in the role AI and Data Analytics can play in driving ESG developments. It will discuss how to improve environmental sustainability with data analysis, risk measurement and hedging. Participants will learn how to promote social equity and diversity, improve corporate governance and reduce fraud and corruption.

## Afternoon Session : **Delivering Data Storytelling and Dashboards**

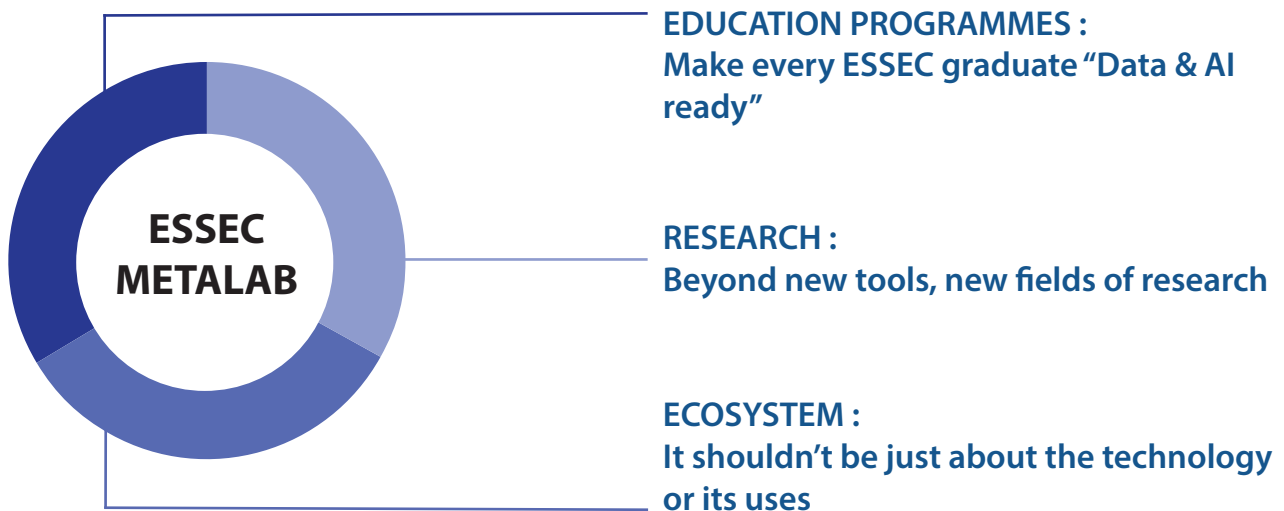
Making data accessible for non- technical and/or executive audiences is required to deliver sharp stories. We focus on how to shape a visualisation and deliver the right messages to the targeted audience. The participants learn how to apply storytelling principles to data visualisation, build scenarios, and understand how a data visualisation tool works in practice.

## **Certificate Ceremony**

This ceremony will see participants receiving their certificates and officially mark the end of the one-week programme.

## METALAB - POWERING THE AI & DATA ECOSYSTEM AT ESSEC

ESSEC created Metalab in 2020 to bring focus to the conditions, impacts and consequences of broad AI and data technologies adoption on businesses and society in three key areas: education, research, and the public conversation. It consists of a pluridisciplinary team of academics, AI practitioners and AI scientists, and an active community of academics, students and staff. With its industry and public partners, the Metalab produces and takes part in impactful research projects, develops innovative educational programmes for its students and executive education participants, as well as animate the public conversation about the adoption of data and AI technologies.



## THE ESSEC & ACCENTURE STRATEGIC BUSINESS ANALYTICS CHAIR

Accenture and ESSEC with the Strategic Business Analytics Chair (SBA) are committed to train the next generation of data leaders. The dynamic teaching methods, designed for the Chair, ensure a rigorous, immersive and impactful learning experience. They shape future executives to attain the right mind-set, with interpersonal and analytical skills to create business value. Finally, it is also their priority to cultivate creativity and to build capacity to change.



## THE ESSEC DIGITAL DISRUPTION CHAIR

The ESSEC Digital Disruption Chair prepares students to become all-around digital managers, fit to work in and lead digital projects and teams within traditional organisations, pure tech players, digital transformation consultancies, startups, scale-ups, or vc funds. The Chair focuses on digital strategy, transformation, and business models. Strategy is also studied through marketing, operations, finance, ethics, sustainability, and geopolitics.

### **Professor Jeroen Rombouts**

**Programme Director**

**Director, ESSEC-Accenture Strategic Business Analytics Chair**



Jeroen Rombouts has been a Professor at ESSEC Business School since 2013. He obtained a PhD in Econometrics in 2004, and as a full Professor of Statistics and Econometrics, he teaches Big Data Analytics and Data Science courses for the MBA, Master and Executive Programmes at ESSEC in Paris and Singapore. His research topic is predictive analytics, in particular time series analysis and forecasting. He has published numerous scientific articles, organises workshops frequently and is an Associate editor of several quantitative scientific journals. His research is funded by the European Commission and the French national research agency. Prior to joining ESSEC Business School, Jeroen was Associate Professor at HEC Montreal (2004-2012).

### **Professor Elise Gourier**

**Associate Professor in Finance, ESSEC Business School**



Elise Gourier received her PhD in Finance in 2013 at the University of Zurich (part of the Swiss Finance Institute). Prior to joining ESSEC in 2018, she worked as a postdoctoral researcher at Princeton University and as an Assistant Professor at Queen Mary University of London. She teaches Machine Learning courses to Master's and PhD students at ESSEC and EPFL. Her research investigates risk premia of listed and private equity, with applications to quantitative risk management and dynamic portfolio optimisation. In her current work, Elise uses Machine Learning algorithms to investigate the effect of climate risks on financial markets and prices. Her work was published in top 3 finance journals and presented at top international conferences. Her paper on factors in private equity received the 2018 Jack Treynor Prize, sponsored by the Q-Group. Her research is funded by the French National Research Agency.

### **Professor Julien Malaurent**

**Director, Online Executive Master in Digital Transformation**



Julien Malaurent is Associate Professor in the IDS department, and serves as Academic Director for the (online) Executive Master in Digital Transformation. He is also in charge, jointly with Prof. Guillaume Chevillon, of the Metalab. Julien's research projects are based on qualitative approaches (case study and action research), and address issues related to the work practices of users embedded in multi-cultural context, digital ubiquity, digital transformation at both the organisational and societal levels. In terms of methodology and epistemology, Julien's research projects stress the importance of reflexivity toward the use of theoretical framework and interpretation empirical datasets.

### **Professor Thomas Huber**

**Associate Professor of Information Systems**



Thomas Huber is passionate about the managerial and societal opportunities and challenges related to modern information technology. He is particularly interested in understanding dynamics over time with many of his projects taking a process-theoretic stance. He explores his interest in IT-related change processes in three broad research areas:

- Managing Digital Transformation Processes: Platform Ecosystems / Management of Large-Scale System Implementation Projects / Management of AI projects
- Governance Dynamics in Software Development: Dynamics of Contracts & Controls / Managing Paradoxes & Contradictions
- Digital collaboration: Prototype Use / Distributed Agile Software Development

## ABOUT ESSEC BUSINESS SCHOOL

ESSEC Business School is a highly regarded institution of higher education located in France with its main campus in Cergy-Pontoise and three others in Paris La Défense, Singapore, and Morocco. Founded in 1907, ESSEC has a reputation for academic excellence and is consistently ranked among the top business schools in Europe and the world at large. It is triple accredited (AACSB, AMBA and EQUIS), placing ESSEC in the top 1% of business schools in the world and is a grande école, an elite French academic institution that admits students through an extremely competitive process comparable to Ivy League schools and Oxbridge.

ESSEC's distinctiveness stems from the pioneering spirit of the members of its community and its core values – humanism, responsibility, innovation and openness – that shape its scientific ambitions and pedagogical approach. Their mission is to infuse leadership with meaning in order to prepare leaders ready to address contemporary economic, environmental and social challenges. It produces innovative and relevant knowledge to equip its students with the skills, know-how and savoir-être that will make them truly responsible, inclusive and respectful of the environment.

Convinced that knowledge provides a path to freedom - Per scientiam ad libertatem - ESSEC inculcates in its students critical thinking and creativity skills that prepare them to anticipate and address the challenges of an increasingly uncertain world. It also seeks to enlighten the actions of businesses and organisations in a world transformed by the new industrial revolution, the environmental crisis, a new world balance and other major societal changes.

By emphasizing individualisation when designing its programmes, ESSEC prioritises the cultivation of personal responsibility and an entrepreneurial spirit amongst its diverse community members, and offers them a unique experience that will guide them throughout their lives.



## PROGRAMME VENUE

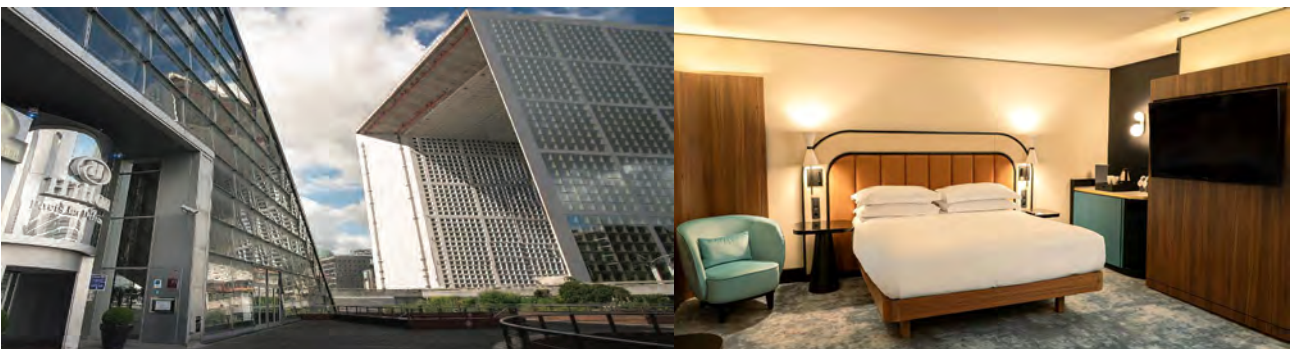
The ESSEC Paris La Défense campus is dedicated exclusively to Executive Education and will be the venue for the programme. Located in the historical CNIT building in the heart of Europe's largest purpose built business district, it is 10 minutes from the centre of Paris and welcomes more than 5,000 senior executives and leaders annually. On-site catering will be provided by the world-renowned award-winning Sodexo Prestige and menus will be suited to meet the different dietary requirements of participants.



## ACCOMMODATION

Accommodation will be provided based on single occupancy from Sunday 10th until Saturday 16th September 2023 at the 4-star Hilton Paris La Défense Hotel. The hotel is also located in the CNIT Building, which has a shopping mall, restaurants and an open air museum. It is just a 3-minute walk to the ESSEC campus and 30-40 minutes from Charles de Gaulle Airport by car/taxi. It is well connected to public transportation including metro links to major spots like the Eiffel Tower, Arc de Triomphe, and Champs Elysées.

For more information on the hotel, visit [www.hilton.com/en/hotels/parldhi-hilton-paris-la-defense/](http://www.hilton.com/en/hotels/parldhi-hilton-paris-la-defense/)



## GETTING INTO PARIS

### Charles de Gaulle Airport (CDG)

Charles de Gaulle is the largest international airport in France and one of the busiest airports in Europe. With direct flights to more than 200 countries, Charles de Gaulle is the best airport to fly into if you are looking for a wide variety of airlines and flight timings. The CDGVAL light rail enables travel between Charles de Gaulle Airport's three terminals.

#### By Train

Charles de Gaulle Airport has two train stations: Aéroport Charles de Gaulle 1 is accessed via Terminals 1 and 3, while Aéroport Charles de Gaulle 2 is near Terminal 2. To get to the city, you can take an RER B train. This regional express service runs every 10 minutes around the clock, and stops at most major railway stations in Paris. A trip takes around 30 minutes and fares start from €11.40.

#### By Taxi

To guarantee a safe trip and a fair price, always take an official taxi, recognisable by the illuminated sign on the roof. A trip to the city can cost up to €60. For maximum convenience, consider pre-booking a private transfer. Unlimited free Wi-Fi is available at Charles de Gaulle Airport, making it easy to contact your driver.

### Orly Airport (ORY)

Orly is France's busiest airport for domestic traffic, although it also serves international flights. Compared to Charles de Gaulle Airport, Orly Airport is calmer and easier to navigate as its four terminals are interconnected. It is also the closest airport to the city center (1st arrondissement). However, there are fewer eateries, amenities, and boutiques here, and the free Wi-Fi available is rather slow but if you do not mind fewer flight options, Orly Airport is a great pick for travelers looking to avoid crowds.

#### By Train

The driverless light rail OrlyVal connects Orly Airport to Antony station. From there, take the RER B into the city. The total journey takes around 35 minutes, and costs upwards of €12.10.

#### By Taxi

A trip to central Paris costs between €30 and €40 and takes less than 40 minutes.

## COMMUNICATION

Even if you will only be spending a short time in the country, learning a few basic French phrases can be very rewarding and make a big difference to your trip. Here are a few French phrases to get you started:

- **Hello** - Bonjour - / boh-n-zhoor /
- **Goodbye** - Au revoir - / oh-rev-vwaha /
- **Excuse me** - Excusez-moi - / ex-koo-say mwa /
- **I don't speak French** - Je ne parle pas français - / Zhe ne parl pah frahn-say /
- **Do you speak English?** - Parlez-vous anglais? - / par-lay voo ahn-glay /
- **I don't understand** - Je ne comprends pas - / Zhe ne cohmp-ron pas /
- **Please** - S'il vous plaît - / seel-voo-play /
- **Thank you** - Merci - / mare-see /
- **Yes** - Oui - / we /
- **No** - Non - / noh /
- **My name is...** - Je m'appelle... - / Zhe mah-pel /
- **You're welcome** - Pas de quoi - / Pah-de-kwah /
- **I would like...** - Je voudrais... - / Zhe voo-dray /
- **How much is it?** - Combien ça coûte? - / Cohm-by-en sah coot /
- **Mr. / Mrs.** - Monsieur/Madame - / m'syhur / mah-dam

## ABOUT ASIAN BANKING SCHOOL

The ASIAN BANKING SCHOOL (ABS) is dedicated to developing talent and is the largest specialised provider of quality banking training programmes in the ASEAN region.

As the industry's preferred partner in learning and development, ABS offers customised and open enrolment training programmes that cover a comprehensive list of banking areas developed by its Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world. This includes its Executive Education programmes with Bayes Business School (formerly Cass) in London, the University of Cambridge Judge Business School, Frankfurt School of Finance and Management, INSEAD, the University of Edinburgh Business School, Bologna Business School, Bangor Business School and ESSEC Business School.

ABS also works closely with the Asian Institute of Chartered Bankers in raising competency standards for the industry through the delivery of training workshops related to professional qualifications developed and awarded by the professional body; and is the exclusive training partner in ASEAN for the Chartered Banker Institute in the UK. It plays a significant role in enriching the talent pipeline for the financial services sector through the industry recognised Financial Sector Talent Enrichment Programme (FSTEP) and Graduate Training programmes; and is also responsible for designing, developing and delivering the industry-wide Ethics and AML/CFT programmes.



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 Asian Banking School (ABS)

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