



LEARNING

NTU Singapore partners Maybank to set up Wealth Management Academy

By:

Michelle Zhu
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SINGAPORE (June 25): The Wealth Management Institute (WMI) of National Technological University Singapore (NTU Singapore) and Maybank Group have signed a strategic partnership to establish the Maybank Wealth Management Academy (WMA).

Main image: The official launch of Maybank WMA in KL saw Maybank Group Chief Human Capital Officer, Nora Abdul Manaf (left) and WMI CEO Foo Mee Har signing the partnership agreement on behalf of the two organisations

Maybank WMA will offer a total of three courses, namely: WMI's Private Banking Wealth Management Programme (PBWM) accredited at Institute of Banking and Finance (IBF) Level 1 Private Banking; a customised version of PBWM; as well as an in-depth Investment Advisory programme accredited at IBF Level 2/3 Private Banking.

Programmes under WMI will be accredited by IBF, the national accreditation and certification agency for financial industry competency

in Singapore. All participants who complete the training and assessment programme will also receive a certification from WMI.

The partnership's first phase will see over 150 Maybank relationship managers, client advisers, wealth managers and specialists enrolled in an inaugural course currently being held in Singapore and Malaysia.

In a joint release between NTU Singapore and Maybank on Monday, the two organisations say they are targeting to offer a practice-based curriculum to some 1,200 Maybank sales staff, wealth specialists and managers across the bank's three client segments of Private, Premier and Privilege Wealth.

The partnership will establish WMA as the first of its kind by a bank in Malaysia, with Maybank being the first Malaysia bank to roll out a regional wealth management curriculum with WMI, they add.

Maybank's Group Chief Human Capital Officer Nora Abdul Manaf foresees the WMA to enhance the skills and competencies of Maybank's wealth management personnel, as the curriculum it offers complements the bank's digital upskilling programme, FutureReady.

"With growing affluence and investment options, as well as increasing demand for wealth management services, it is imperative for our people to be well-equipped to ensure our clients enjoy the best advice and returns for their investments," says Manaf.

"We look forward to leveraging our extensive experience of training over 14,500 finance professionals from 23 countries as well as our strong network of leading wealth management practitioners and NTU faculty in this partnership," comments Foo Mee Har, CEO of WMI.

"We believe that our comprehensive suite of practice-based programmes incorporating an Asian focus with global perspectives will enable Maybank's wealth managers to gain deep, relevant and practical skills and expertise to meet the full spectrum of clients' investment and wealth planning needs well into the future," she adds.