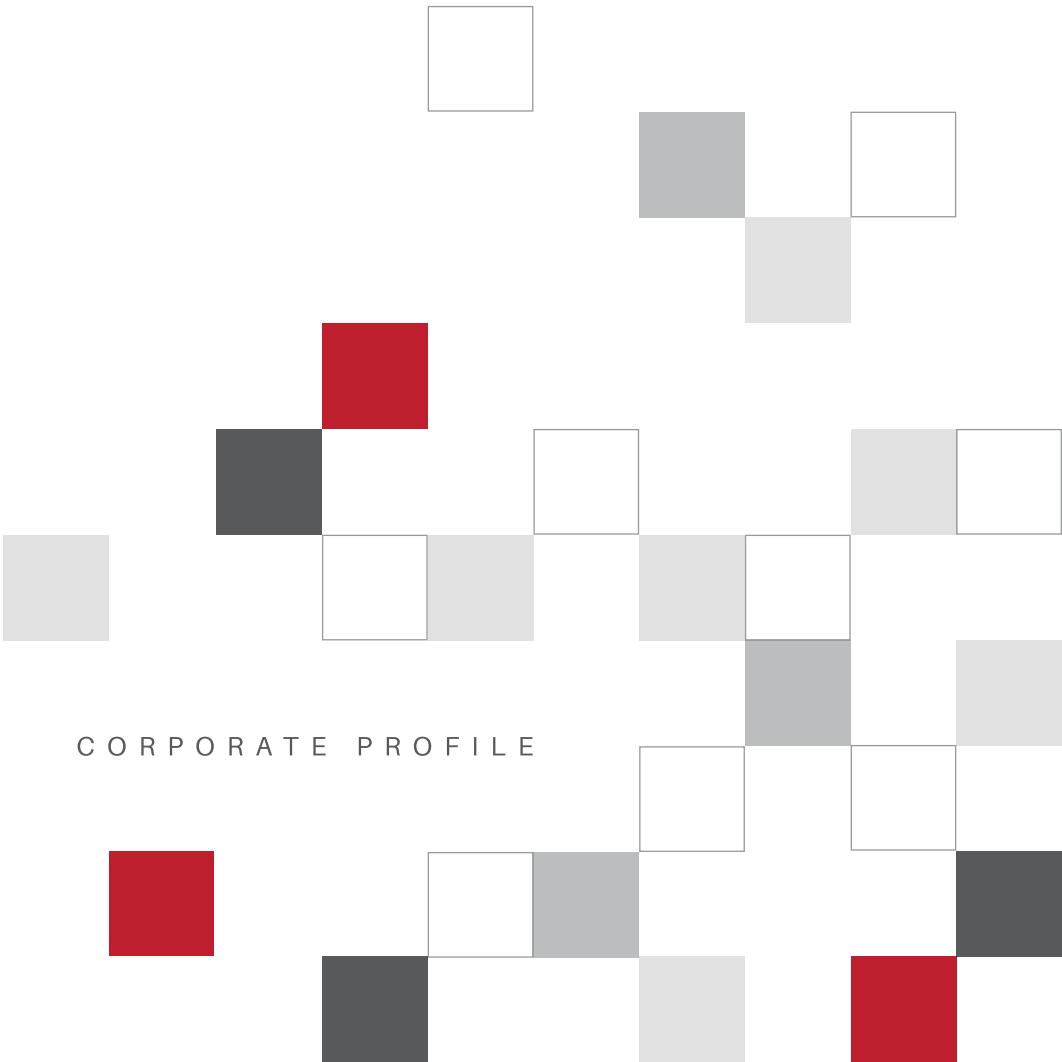


C O R P O R A T E   P R O F I L E



*“FAA provides the high standards and expert knowledge that will support institutions of higher learning and professional education providers to successfully meet the learning and development needs of the financial services industry”.*

**Datuk Muhammad bin Ibrahim**  
Governor of Bank Negara Malaysia

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*"Future success will hinge on our ability to constantly remould the workforce in the banking industry for a new marketplace, with emphasis on a corresponding increase in the levels of knowledge, skills, competencies and overall quality of our talents. We clearly have an urgent and important task ahead of us. The critical questions therefore need to be asked here - Have we done enough to sustain the competitiveness of our workforce to meet the current and future industry needs and what more can be done to propel the industry to new heights?"*

**Datuk Muhammad bin Ibrahim**  
Governor of Bank Negara Malaysia

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# WHAT FAA OFFERS

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FAA's role is to enhance the competitiveness of your human capital by enriching them with an internationally assessed learning experience.

FAA's quality assurance and assessment offerings are designed to increase the effectiveness of learning by identifying areas for improvement and offering relevant solutions. In-depth analysis of your critical job functions, trainers and learning programmes ensures your initiatives are meeting internationally benchmarked learning standards and most importantly, the needs of your employees.

As an independent quality assurance body, FAA is able to provide objective feedback delivered by a panel of assessors comprising industry experts and leading academics from the world's global financial centres.

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# PRODUCTS & SERVICES



## INDIVIDUAL ACCREDITATION

FAA's Individual Accreditation provides a quality mark of competence and specialist expertise for specific job functions in order to instil confidence in employees, management and customers.

Through a systematic process of interviews and assessments based on FAA's job-specific competency frameworks, Individual Accreditation will identify competency gaps to be reined in so that employees can meet the standards needed to perform their roles effectively.

## PROGRAMME ACCREDITATION

FAA's Programme Accreditation is a quality assurance process that ensures learning programmes have been designed and developed to best meet their learning objectives.

In-depth analysis of each learning programme is carried out by a panel of industry and academic experts who perform assessments based on FAA's internationally benchmarked learning standards. The feedback from the programme assessors provides alignment between learning objectives, the structure of the learning programme as well as its content.



## CERTIFIED TRAINING PROFESSIONAL

FAA's Certified Training Professional programme refreshes and updates existing trainers or subject matter experts with key facilitation skills, proven frameworks and the latest methodologies.

The Certified Training Professional programme is a professional development programme that provides a holistic view of the training profession through the process of design, development and delivery. It is an outcome-based programme designed to create dynamic facilitators who can design and develop impactful learning programmes that are based on adult learning principles.



## OUR HISTORY

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## ABOUT FAA

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FAA is an independent quality assurance body for learning and development within the financial services industry. Supported by Bank Negara Malaysia (Malaysia's Central Bank) and the Securities Commission Malaysia, FAA is mandated to drive human capital development by improving the quality of learning and development within the financial services industry.

Headquartered in Kuala Lumpur, FAA is sought-out by institutions from across the globe as the first institution to have developed learning standards for the financial services industry and to offer programme specific accreditation.



The Finance Accreditation Agency (FAA) was born out of the need to develop quality human capital, ensure independent quality assurance and raise standards in learning and development in the financial services industry. While there was clear evidence that the financial services industry would need a large influx of high quality human capital to sustain demand, it was unclear if future supply would meet these growing needs. The only way forward for the industry was to raise the quality of its existing talent and to ensure a high-quality learning environment that would raise the standard of new entrants to financial services.

In 2012, Bank Negara Malaysia and the Securities Commission Malaysia established FAA to set standards, develop frameworks and administer accreditation. As an organisation dedicated to assuring the quality of learning initiatives, FAA aims to bridge the gap between academia and industry, and to pave the way by developing the first learning standards for finance.

FAA was established with two objectives in mind, the first being the establishment of an independent quality assurance body that would look into programme development and delivery without having any other interests in the institutions being assessed. FAA's independence has been vital to its ability to provide confidence and credibility in its quality assurance practices and its standards.

The second objective was to provide a wider-reaching service to the industry by raising the standards of education in financial services. Beyond quality assurance, FAA was established to take the lead in the development of a framework that would allow for the mutual recognition of qualifications across borders and jurisdictions.

Since its inception, FAA's mandate has expanded to include additional products and services such as the FAA Learning Standards, learning programme, institutional and individual accreditation, recognition of prior learning and the Certified Training Professional programme.



# TESTIMONIALS

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*"We are proud to have achieved this accreditation and would like to pay tribute to the professional, supportive and constructive engagement that FAA has provided throughout what is a rigorous and demanding process. FAA plays a crucial role in bridging academia and industry and in ensuring the flow of knowledge between the two; thus, our accreditation will help ensure the continued relevance of our programmes. For students, the FAA accreditation will provide independent evidence of the quality of our programmes and for employers it will provide a clear signal of the quality of our graduates."*

**Prof Christine Ennew**

Provost, University of Nottingham, Malaysia Campus  
Pro Vice Chancellor and Professor of Marketing, University of Nottingham, Malaysia Campus.

*"CFA Institute offers the world's most rigorous investment credential and industry relevant educational offerings. We welcome the FAA benchmarking of our industry standard Claritas Investment Certificate curriculum and certification, designed for industry professionals working outside of investment roles."*

*"The FAA process is systematic, transparent and rigorous, and offers both institutions and individual candidates a valuable further assurance of the standard and quality of the program."*

**Paul Smith**

President and Global CEO,  
CFA Institute

*"We welcome the FAA accreditation process which was rigorous. INCEIF has benefitted from FAA's input in the design methodology for one of our executive programmes which is the Certificate in Islamic Finance (CIF)."*

*"The FAA accreditation gives added value to our CIF programme as it differentiates the programme from other similar programmes out in the market. The feedback from our previous batch of participants has been encouraging in terms of the modules covered, the wide range of course materials and the delivery method of the CIF."*

**Daud Vicary**

President and CEO, INCEIF



# TESTIMONIALS

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*"The Emirates Institute of Banking and Financial Studies (EIBFS) is a leading provider of a wide range of quality banking and finance courses in the United Arab Emirates. We are delighted to have received full accreditation of our Islamic Banking Diploma program from the prestigious Finance Accreditation Agency (FAA) of Malaysia.*

*FAA accreditation will enhance the quality assurance of programs offered by EIBFS. Our Islamic Banking Diploma is already accredited by the Commission for Academic Accreditation of the Ministry of Higher Education and Scientific Research in the UAE and further accreditation by the FAA recognizes that the design, development and delivery of our Islamic Banking Diploma program complies with international academic standards.*

*Our Islamic Banking Diploma was started in 2003 and was the first in the region. Student numbers are rising yearly due to the fast growing Islamic banking sector and the qualification is highly respected by employers throughout the region. FAA accreditation will add to the marketability of this Diploma".*

**Mr. Jamal Ahmad Al Jassmi**

General Manager, Emirates Institute for Banking and Financial Studies



*"While accreditation provides an assurance of quality and industry recognition, the real benefit however lies in the accreditation process. At the end of the day, the attainment of the programme objective and learning experience of the participants is as the say "the proof of the pudding".*

*Apart from the design, development and delivery of programmes, the review and feedback process has also encouraged continuous improvement in the delivery and content of our accredited programmes thus enabling a more effective transfer of skills and knowledge."*

**Koay Seok Khim**

Senior General Manager, Learning & Knowledge, Public Bank

*Must say that the entire 5 days was an exhilarating experience for me with so many good inputs and outcomes. Both the facilitators were simply awesome in their own way - Dr Marzuki and Dr Praba - GOD BLESS YOU.....no words can describe the kind of appreciation and admiration I have for both of you. They made me realise so many things and areas that I was weak in and most importantly moving forward how to improve and make myself a better Trainer.*

*Truly the FAA Training was an eye-opener and i am so happy that I got that opportunity to be a participant.*

**Casey**

Senior Manager  
Risk, Compliance and Training



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