

## Introduction

KESD@E is the world's largest financial e-learning company. KESD@E's e-learning catalog consists of 750 accredited e-Learning courses on various topics in Banking, Finance, Accounting, Risk Management, Insurance and Financial Planning/Wealth Management. In addition, KESD@E offers eCoaches, the web-based tutorials for Certification Exams in Risk Management and Financial Analysis. These can be customized/localized and branded with private label portal (incorporating client's logo, color and look & feel).

KESD@E embodies the themes of:



## A. E-learning Solutions

Presently, KESD@E's e-learning product suite consists of **750 courses** organized into **72 course libraries** spanning about **1000 hours of e-learning**.

Financial topics that are covered include:

1. **Anti-Money Laundering Library of 6 Courses**
2. **Asset Liability Management Library of 28 Courses**
3. **Asset Liability Management for Insurance companies Library of 29 Courses**
4. **Asset Securitization Library of 28 Courses**
5. **Bank Branch Management - HRM and CSR Library of 2 Courses**
6. **Bank Branch Management - Advances Library of 7 Courses**
7. **Bank Branch Management - Bookkeeping and Accounting Library of 3 Courses**
8. **Bank Branch Management - Deposits Library of 4 Courses**
9. **Bank Branch Management - Marketing Library of 6 Courses**
10. **Bank Branch Management - Payment and Settlement System Library of 2 Courses**
11. **Bank Branch Management - Retail Banking Library of 4 Courses**
12. **Bank Branch Management - Risk Management Library of 3 Courses**
13. **Bank Branch Management - Technology and Security Library of 4 Courses**

14. *Bank Teller Training Library of 13 Courses*
15. *Basel-II - University Library of 39 Courses*
16. *Basel III - Liquidity Risk Management Library of 5 Courses*
17. *Basics of Banking Library of 13 Courses*
18. *Brokerage Operations Library of 1 Course*
19. *Budgeting Library of 5 Courses*
20. *CTM - Case Studies Library of 5 Courses*
21. *CTM - Foreign Exchange Management Library of 7 Courses*
22. *CTM - Funding and Investments Library of 5 Courses*
23. *CTM - Implementation Library of 4 Courses*
24. *CTM - Interest Rate Risk Management Library of 4 Courses*
25. *CTM - Treasury Analytics Library of 5 Courses*
26. *Capital Adequacy Planning (Basel I) Library of 7 Courses*
27. *Commodity and Energy Markets Library of 3 Courses*
28. *Corporate Governance Library of 9 Courses*
29. *Counterparty Credit Risk Library of 9 Courses*
30. *Credit Analysis Library of 13 Courses*
31. *Credit Derivatives Library of 23 Courses*
32. *Credit Ratings Library of 3 Courses*
33. *Credit Risk Modeling Library of 6 Courses*
34. *Dodd-Frank Act Library of 1 Course*
35. *Economics Library of 16 Courses*
36. *Equity Markets Library of 10 Courses*
37. *Estate Planning Library of 4 Courses*
38. *Financial Accounting Library of 15 courses*
39. *Financial Institution Analysis - CAMELS Approach Library of 8 Courses*
40. *Financial Mathematics Library of 8 Courses*
41. *Financial Planning Library of 9 Courses*
42. *Financial Privacy Library of 6 Courses*
43. *Fixed Income Markets Library of 19 Courses*
44. *Flotation Library of 4 Courses*
45. *Foreign Exchange Markets Library of 9 Courses*
46. *Futures & Forwards Library of 7 Courses*
47. *Global Banking Supervision Library of 15 Courses*
48. *Global Economic Crisis - Liquidity Management Library of 10 Courses*
49. *Governance, Risk and Compliance Library of 7 Courses*
50. *Hull on Derivatives Library of 6 Courses*
51. *Insurance Concepts Library of 10 Courses*
52. *International Trade Services Library of 9 Courses*
53. *Introduction to Bank Lending Environment Library of 7 Courses*

54. *Liquidity Management and Contingency Funding Plan Library of 14 Courses*
55. *Management Accounting Library of 7 Courses*
56. *Market Risk (Advanced Level) Library of 4 Courses*
57. *Market Risk (Basic Level) Library of 8 Courses*
58. *Market Risk (Intermediate Level) Library of 8 Courses*
59. *Money Markets Library of 9 Courses*
60. *Mutual Funds Library of 9 Courses*
61. *Operational Risk Management Library of 21 Courses*
62. *Operational Risk Management - Basel II Library of 9 Courses*
63. *Options Library of 10 Courses*
64. *Project Valuation Library of 3 Courses*
65. *Retirement Planning Library of 4 Courses*
66. *Risk Analysis Library of 5 Courses*
67. *Sarbanes-Oxley Act Library of 12 courses*
68. *Swaps Library of 7 Courses*
69. *Trading Operation Controls Library of 4 Courses*
70. *UCP600 Library of 7 Courses*
71. *Understanding Financial Statements Library of 6 Courses*
72. *Value at Risk Library of 16 Courses*
73. *ePRM Coach Library of 71 Courses*
74. *Associate ePRM Coach Library of 35 Courses*
75. *eFRM Coach Library of 83 Courses*
76. *eCoach for the CFA® Level I Exam Library of 67 Courses*
77. *Kaplan/KEDSEE Web based Exam Preps for Insurance Achievement content*

**American College Designations:**

- **ChFC® - Chartered Financial Consultant®**
- **CLU® - Chartered Life Underwriter®**
- **CASL® - Chartered Advisor for Senior Living®**

**The Institutes Designations:**

- **CPCU® - Chartered Property Casualty Underwriter®**

**\* Note: This course can be customized to meet your Country / Region specific requirements.**

Please visit: <http://www.kesdee.com/content/KESDEECourseList.html> for a complete list of e-learning courses within each course library.

## **B. Online Tutorials**

### **1. ePRM Coach - A Library of 71 courses**

We have designed a powerful & comprehensive self-study online tutorial package “**ePRM Coach**” for the Professional Risk Manager (PRM) Certification Program conducted by PRMIA. It has every formula, definition, concept and applications for all subjects covered in the on-line exam.

For more information, please visit [www.kesdee.com/prm](http://www.kesdee.com/prm)

### **2. eFRM Coach - A Library of 83 courses**

Similarly, we have also developed “**eFRM coach**” for Financial Risk Manager (FRM) Certification Program conducted by Global Association of Risk Professionals (GARP). For more information, please visit [www.kesdee.com/frm](http://www.kesdee.com/frm)

### **3. Associate ePRM Coach - Library of 35 Courses**

KESDEE's Associate ePRM Coach is designed in accordance with PRMIA's exam structure and the prescribed study guide for candidates taking the Associate PRM exam. The eCoach is equipped with the concepts, and practices, case studies and several user-friendly features.

Please visit: <http://www.kesdee.com/aprm/>

### **4. eCoach for CFA® Program - Library of 67 Courses**

KESDEE has developed eCoach for CFA® Program, a comprehensive self-study guide for the Chartered Financial Analyst® (CFA®) Level 1 - Exam offered by CFA Institute. KESDEE's online tutorial for CFA Level 1 - Exam is designed in accordance with the Learning Outcome Statements of the CFA Institute for Level 1 - Exam. The e-coach is equipped with the concepts and practices, and several user-friendly features.

Please visit: <http://www.kesdee.com/ecoachprogram/>

These e-coaches are useful not only for those pursuing certification but also for everyone as a valuable reference tool and benchmark of Risk Management and Financial Analysis competency as per Global Certification Standards.

***Disclaimer:***

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## C. Features of KESD@E's e-Learning & Reference Solutions

1. **"e-Learning, Not e-Reading"** - We at KESD@E believe in e-Learning not e-Reading. Accordingly, we have incorporated several engaging graphics, interactive simulations and useful calculators that provide an opportunity to explore calculations for several key concepts in particular courses. We have Interactive exercises, quizzes, simulations, graphics, practice exercises to enhance learning & retention.
2. **Content and Context** - Top quality content has been presented in the context of relevant case studies and best practices.
3. **"Learn-By-Doing"** - Our courses are interspersed with practice exercises and interactive applets to help apply the knowledge of theoretical concepts. Simulations represent a major part of our approach. These simulations incorporate specific interactions that prepare the learner for real-life situations.
4. Our e-Learning courses are **"Conceptually sound, yet practical"**. It is developed for practitioners by practitioners. Learning is aligned with real world business objectives
5. **"One size does not fit all"** - Customized content and user interface with links to additional web-based resources relevant to course topics.
6. **Comprehensive 24/7 Technical Support** to facilitate the use of e-learning programs

- **Just-in-Time:** When needed. Designed with true "On Demand" philosophy.
- **Just-for-You:** By creating personalized learning paths for different groups, KESD@E's Learning Management System enables the learner to 'mix and match' course units, as needed for different groups.
- **Just Right:** Practical Application, Learn by doing
- **Just Enough:** Our modular structure, non-linear approach enables users to get the specific information or answers to a specific question, or a specific practice

### **Quality Resources**

- Focused on the financial services industry
- Unparalleled subject matter expertise
- Comprehensive and up-to-date
- Product serves as both as an education tool and a ready reference material

### *Special features*

- Unique product features such as search mechanism, Glossary, Note taking and others
- Flexible accessibility: via the Internet or Intranet
- Easy integration with existing training programs

### *Practical and effective approaches*

- Learning through interactive applications, simulations and graphics
- Engaging and dynamic learning and reference platform
- Easy-to-use interface
- Accessible anywhere, anytime
- Self-appraisal opportunity

### *Job Aids / Performance Support Tools*

Each of our e-Learning solutions encompasses a set of dynamic & interactive Job Aids that aid in the practical application of concepts learnt and enables benchmarking against Global Best Practices. These Job Aids will be useful for your Financial Services Industry practice personnel, sales/marketing and other client-specific teams. Currently, this section consists of:

- **Benchmarking Data**
- **Policy Templates:** A collection of different types of Policy Statements/Reporting packages/Procedure manual outlines.
- **Global Best Practices**
- **Disclosures:** Disclosures from hundreds of financial institutions and multi-national corporations around the world are organized in a user-friendly manner by topic, industry & geographic region. This unit examines the application of various financial concepts in the real world banking and finance scenarios.
- **Regulations:** Contains a comprehensive regulatory database from around the world.
- **Measurement Tools:** Includes practical tools that aid in performing financial calculations for Simulations, measuring Risks/Pricing products/creating Scenarios.

Please visit [http://www.kesdee.com/off\\_shelf\\_solutions.jsp#2](http://www.kesdee.com/off_shelf_solutions.jsp#2) for more detailed information on our Job Aids section. We have more than 500 calculators/simulations.

## **D. KESDEE's e-Learning Development Background**

KESDEE's e-Learning & Reference solutions have been developed based on the Instructor-led training programs presented to leading banks, regulatory / supervisory agencies and financial institutions worldwide.

The knowledge and experience from these programs have been leveraged to develop KESDEE's comprehensive suite of web-based learning solutions on key financial topics. Brief descriptions about a select list of programs are stated below:

### **1. The U.S. Federal Reserve System**

Executive development programs were conducted to senior regulators, policy makers and examiners of the U.S Federal Reserve System. Two, One week programs were presented to the supervision and regulation staff of the Federal Reserve System for over 25 times and nearly 500 delegates benefited from it. Based on these programs, our e-Learning & Reference Solutions were developed.

### **2. Office of the Superintendent of Financial Institutions, Canada (OSFI) in Canada**

Design, development, and presentation of training programs on Asset Liability Management for Insurance Companies and Asset Securitization.

### **3. Office of Thrift Supervision**

An in-depth, three-day training program on all aspects of Asset Liability Management. Subsequently, a five-day program on advanced capital markets was developed for them. The program is attended by groups of regulators from different agencies. The program has been offered nearly thirty times during the past ten years.

### **4. Global Training Programs**

In the last two decades, over 10,000 senior banking and financial professionals across 40 countries have benefited from these specialized training programs. All such training programs served as a catalyst for establishing KESDEE Inc. Designed with best-of-breed technology and proven learning techniques, our programs have been pilot tested at prestigious institutions.

For more information, please visit: <http://kesdee.com/productdevelopment.jsp>

## E. Customization Services

- Look & Feel Customization
- Content Customization
- Technology Customization

Our product is designed to be highly flexible in its “out-of-the-box” configuration; however, we do offer a number of customized services for our software. We can add your corporate logo to give the application a familiar feel. We can incorporate specific concepts, data or policies into the existing framework. We can extend the connections between our software and your intranet or the Internet with additional links.

- We undertake customization in areas that are Industry specific, Subject matter specific, Country/region specific and Comprehension specific (basic/advanced levels).
- We can customize to give additional benefit of adding relevant policy/procedure, case study, or addition of the client’s own content.
- We have the technology and expertise to custom develop courses to suit our clients’ requirements.
- We can customize the solutions based on content, look and feel, and implementing technology.

## Conclusion

At KESD@E, we work with a ‘big picture outlook’ to ensure a perfect match between all components of our e-Learning solution and your diverse needs. We, not only analyze how all aspects of our services merge to deliver a seamless solution, but also examine how each aspect fulfills your specific requirement.

Please visit our website - [www.kesdee.com](http://www.kesdee.com) for an overview about our company, capabilities and services.

We look forward to be of service to your organization.

**Thank you.**