ADANSONIA E-LEARNING PLATFORM

Training Calendar 2024

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SECTION 1.0: WELCOME! AKWAABA!

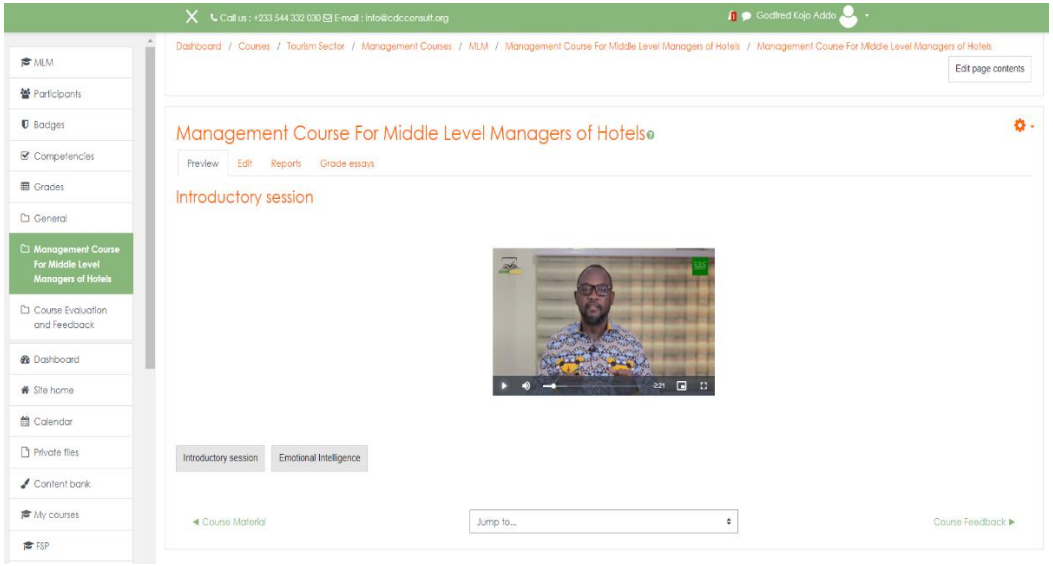
The CDC Learning Centre exists to bridge the gap between knowledge and practice in the business environment through the provision of practical and informative training and capacity building for businesses in Ghana and the West African sub-region.

Our values of continuous improvement and personal development drive our belief that all professionals must continuously and intentionally improve their professional competencies to excel in their fields of work. To this end, we deliver courses that aim to increase productivity of employees or staff in institutions; equip leaders with the needed skills for strategic management and build the capacity of staff and management.

The Learning Centre runs both in person (open-house and in-house) and online (live and self-paced) courses to suit the specific needs of our clients. We take into recognition that our participants are adults, and therefore we design our courses with adult learning techniques. This ensures that each participant is involved in the training and takes away the import of the programme. The Learning Centre provides training materials, workbooks and makes use of digitalised training assessments and evaluations. Our trainers are well vested in knowledge and cut across various sectors and are impacting lives, one training at a time. Presented in Figures 1 and 2 are snapshots of our in-person and online trainings.

Figure 1: Snapshot of in-person training

Figure 2: Snapshot of online training



SECTION 2.0: ABOUT ADANSONIA ELEARNING PLATFORM

Adansonia is an innovative eLearning platform that has been developed based on CDC's extensive training services. Our eLearning platform is designed to provide a self-paced, interactive online learning experience with a range of guided activities, including assessments, quizzes, and forums.

The courses on Adansonia are tailored to meet the needs of today's learners, providing flexible training options that can be accessed anytime, anywhere on any device. With Adansonia, learners have the freedom to set their own pace and work through the content in a way that suits their individual learning style.

2.1 Our Guiding Principles

Design For Engagement, Not Just Delivery.

- Prioritise building a sense of community and interaction and use collaborative activities, breakout rooms, polls, and icebreakers to encourage participation and make everyone feel valued.

Focus On Clarity And Conciseness

- Keep sessions focused, structured, and visually engaging. With clear language, concise explanations, and multimedia elements to maintain learner interest and avoid information overload.

Prioritise Practice And Application

- Integrate practical exercises, simulations, case studies, and role-playing into your training. This allows particiapnts to test their understanding, apply new skills, and receive immediate feedback.

Make It Accessible And Inclusive

- Offer multiple learning formats (e.g., videos, articles, transcripts) and cater to different learning styles.

SUMMARY OF COURSES, TARGET AUDIENCE AND DATE

Financial Institutions

COURSE CODE	COURSE TITTLE	COST PER PARTICIPANT (GHC)		TARGET AUDIENCE	CHANNEL		DATE	
		IN PERSON	ONLINE		IN PERSON	ONLINE	IN PERSON	ONLINE
TOP LEVEL MANAGEMENT STAFF								
ML01	CREDIT MASTERCLASS FOR SENIOR EXECUTIVES OF FINANCIAL INSTITUTION (3 DAYS PROGRAMME)	2,000	1500	• Credit Committees, Managers	✓	✓	21ST – 23RD FEBRUARY	27TH – 29TH FEBRUARY
ML01	GROWING YOUR MANAGER (GYM) - ADVANCE, INTERMEDIATE AND ADVANCE.	2000/ level	1500/ Level	Supervisors, New manager, Senior Managers	✓	✓	18TH – 20TH MARCH	12TH – 14TH MARCH
ML02	ADOPTING AN EFFECTIVE FRAMEWORK FOR FRAUD MANAGEMENT IN FINANCIAL INSTITUTIONS (3 DAYS PROGRAMME)	2,000	1500	• Senior Managers; Heads of Department; Accountants Auditors, Risk Managers	✓	✓	18TH – 20TH MARCH	12TH – 14TH MARCH
ML03	ADVANCED FINANCIAL ANALYSIS AND INTERPRETATION (3 DAYS PROGRAMME)	2,000	1500	• Financial Analysts; CFOs; Finance Managers; Investment Analysts; Business Analysts; Risk Managers	✓	✓	21ST – 23RD APRIL	14TH – 17TH APRIL
ML04	DIGITAL MARKETING STRATEGY FOR FINANCIAL SERVICE PRODUCT (2 DAYS PROGRAMME)	1,800	1,300	• Marketing Professionals; Product Managers; Digital Strategists; FinTech Entrepreneurs	✓	✓	15TH – 17TH MAY	29TH – 31ST MAY
ML05	ASSESSING THE EFFECTIVENESS OF FINANCIAL PRODUCT PERFORMANCE AND STRATEGIC IMPROVEMENT (3 DAYS PROGRAMME)	2,000	1500	• Operations Managers, Product; Developers; Product Managers, Marketing	✓	✓	6TH – 7TH JUNE	11TH – 12TH JUNE

COURSE CODE	COURSE TITTLE	COST PER PARTICIPANT (GHC)		TARGET AUDIENCE	CHANNEL		DATE	
		IN PERSON	ONLINE		IN PERSON	ONLINE	IN PERSON	ONLINE
ML06	BUSINESS OPERATIONS AND PERFORMANCE STRENGTHENING FOR FINANCIAL SERVICE PROVIDERS (3 DAYS PROGRAMME)	2,000	1500	• Senior Managers and Heads of Departments	✓	✓	10TH – 12TH JULY	3RD – 5TH JULY
ML07	FINANCIAL STRESS TESTING FOR FINANCIAL SERVICE PROVIDERS (2 DAYS PROGRAMME)	1,800	1,300	• Senior Managers and Heads of Departments; Chief Accountants; Internal Auditors; Risk Managers.	✓	✓	1ST – 2ND AUGUST	14TH – 16 AUGUST
ML08	MOBILE CREDIT DELIVERY RISK MANAGEMENT (3 DAYS PROGRAMME)	2,000	1500	• Risk Managers; Credit Managers; Mobile Banking Managers; Compliance Managers; Financial Regulators	✓	✓	11TH – 13TH SEPTEMBER	18TH – 20TH SEPTEMBER
ML09	FINANCIAL STRESS TESTING FOR DIGITAL FINANCIAL SERVICE PROVIDERS (3 DAYS PROGRAMME)	2,000	1500	• Risk Managers; Financial Analysts; Finance Managers; Technology Managers in Finance; Regulatory Compliance Professionals	✓	✓	2ND – 4TH OCTOBER	15TH -18TH OCTOBER
ML010	NEGOTIATION AND CONFLICT RESOLUTION FOR MANAGERS OF FINANCIAL INSTITUTIONS (3 DAYS PROGRAMME)	2,000	1500	• Managers; Risk Managers; Relationship Managers; Team Leaders in Finance; Compliance Officers; Legal Advisors in Finance; HR Professionals in Financial Institutions	✓	✓	9TH – 11TH OCTOBER	29TH – 31ST OCTOBER
ML011	COACHING AND MENTORING FOR MANAGERS OF FINANCIAL INSTITUTIONS (3 DAYS PROGRAMME)	2,000	1500	• Senior Managers; Heads of department;	✓	✓	5TH -7TH NOVEMBER	13TH -15TH NOVEMBER

COURSE CODE	COURSE TITLE	COST PER PARTICIPANT (GHC)		TARGET AUDIENCE	CHANNEL		DATE	
		IN PERSON	ONLINE		IN PERSON	ONLINE	IN PERSON	ONLINE
ML012	SUSTAINABILITY AND RESPONSIBLE BANKING (2 DAYS PROGRAMME)	1,800	1,300	• Senior Managers; Heads of department	✓	✓	21ST – 22ND NOVEMBER	28TH – 29TH NOVEMBER
	MIDDLE LEVEL MANAGEMENT STAFF							
MLM01	CREDIT MASTERCLASS FOR MIDDLE LEVEL MANAGERS (3 DAYS PROGRAMME)	1,800	1,300	• Credit Managers; Risk Managers; Financial Analysts	✓	✓	21ST – 23RD MARCH	26TH – 28TH MARCH
MLM02	UNDERSTANDING THE PSYCHOLOGY OF SALES IN A DIGITAL SALES ENVIRONMENT (2 DAYS PROGRAMME)	1,650	1,350	• Sales Managers; Business Development Managers; Marketing Managers; Entrepreneurs; Customer Relations Managers; Sales trainers and Coaches	✓	✓	27TH – 29TH APRIL	7TH – 9TH APRIL
MLM03	DIGITAL CUSTOMER EXPERIENCE MANAGEMENT (2 DAYS PROGRAMME)	1,650	1,350	• Customer Experience Managers; Digital Marketers; Product Managers; Brand Managers	✓	✓	6TH – 8TH MAY	20TH – 22ND MAY
MLM04	DESIGN THINKING FOR FINANCIAL PRODUCT (2 DAYS PROGRAMME)	1,650	1,350	• Product Managers in Finance; Financial Product Developers; Innovation Managers; Marketing Managers	✓	✓	20TH – 22ND JUNE	25TH – 27TH JUNE
MLM05	DIGITAL MARKETING ANALYTICS AND MEASUREMENT (2 DAYS PROGRAMME)	1,650	1,350	• Digital Marketing Manager; Marketing Analysts; Data Analysts;	✓	✓	10TH – 12TH JULY	3RD – 5TH JULY

COURSE CODE	COURSE TITLE	COST PER PARTICIPANT (GHC)		TARGET AUDIENCE	CHANNEL		DATE	
		IN PERSON	ONLINE		IN PERSON	ONLINE	IN PERSON	ONLINE
				Business Intelligence Managers				
MLM06	EQUITY RESEARCH & PORTFOLIO MANAGEMENT (2 DAYS PROGRAMME)	1,650	1,350	• Financial Analysts; Portfolio Managers; Investment Analysts; Asset Managers; Wealth Managers	✓	✓	7TH – 8TH AUGUST	23RD – 24TH AUGUST
MLM07	FINANCIAL MODELING WITH EXCEL (2 DAYS PROGRAMME)	1,650	1,350	• Financial Analysts; Investment Bankers; Business Analysts; Corporate Finance Managers	✓	✓	18TH – 19TH SEPTEMBER	26TH – 27TH SEPTEMBER
MLM08	DIGITAL MONEY LAUNDERING, RISK AND PREVENTION (2 DAYS PROGRAMME)	1,650	1,350	• Compliance Managers; Risk Managers; Fraud Investigators; Financial Crime Analysts	✓	✓	16TH – 17TH OCTOBER	25TH -26TH OCTOBER
MLM09	BI WITH TABLEAU (2 DAYS PROGRAMME)	1,650	1,350	• Business Intelligence Analysts; Data Analysts; Data Scientists; Business Analysts;	✓	✓	9TH – 11TH OCTOBER	29TH – 31ST OCTOBER
				OPERATIONAL STAFF				
OL01	CYBERSECURITY FUNDAMENTALS FOR FINANCIAL INSTITUTIONS (3 DAYS PROGRAMME)	1,450	1,250	• IT Security Professionals; Cybersecurity Analysts; Information Security Officers (CISOs)	✓	✓	3RD – 5TH APRIL	29TH APRIL – 1ST MAY
OL02	CUSTOMER SERVICE EXCELLENCE FOR FINANCIAL INSTITUTIONS (2 DAYS PROGRAMME)	1,350	1,150	• CX Officers; Relationship Officers; Digital Marketers Operations Managers			30TH – 31ST MAY	24TH – 25TH MAY

COURSE CODE	COURSE TITTLE	COST PER PARTICIPANT (GHC)		TARGET AUDIENCE	CHANNEL		DATE	
		IN PERSON	ONLINE		IN PERSON	ONLINE	IN PERSON	ONLINE
OL03	USING DIGITAL TOOLS IMPROVE CUSTOMER SATISFACTION. (2 DAYS PROGRAMME)	1,350	1,150	• Customer Service Professionals: Customer Experience Executives; Digital Marketers	✓	✓	18TH – 19TH JUNE	28TH – 29TH JUNE
OL04	DIGITAL BANKING ESSENTIALS FOR CUSTOMER SERVICE PROFESSIONALS (2 DAYS PROGRAMME)	1,350	1,150	• Customer Service Representatives; Client Support Specialists; Relationship Officers; Frontline Banking Staff	✓	✓	19TH – 20TH JULY	16TH – 18TH JULY
OL05	CSX CYBERSECURITY FUNDAMENTALS FOR IT PERSONNEL OF FINANCIAL INSTITUTIONS (2 DAYS PROGRAMME)	1,350	1,150	• IT Professionals; Network Administrators; System Administrators; Cybersecurity Analysts; IT Managers in Finance	✓	✓	30TH – 31ST AUGUST	21ST – 22ND AUGUST