

FINANCE & ACCOUNTING | COURSE BROCHURE

Artificial Intelligence in Finance and Open Banking

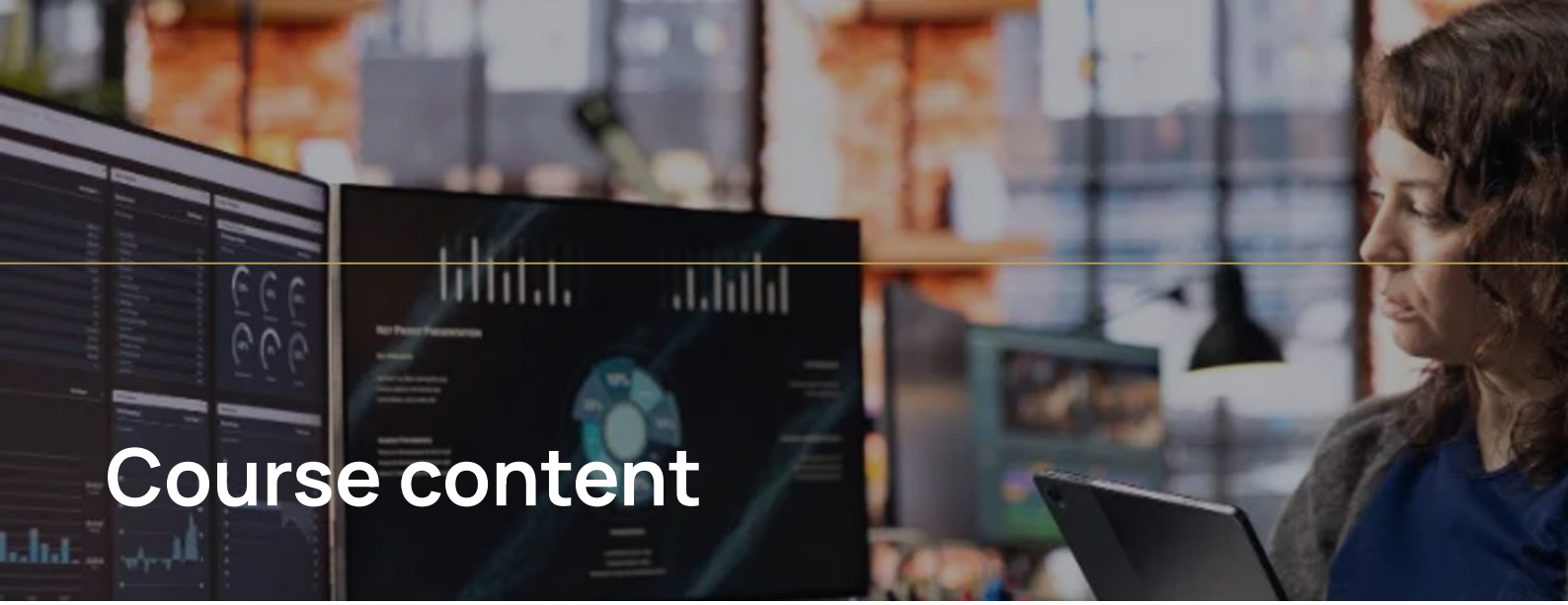
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

This course explores the integration of artificial intelligence (AI) within finance and open banking, focusing on practical applications, regulatory considerations, and risk management. Participants will develop skills to leverage AI for data analysis, customer insights, and decision-making in financial services.

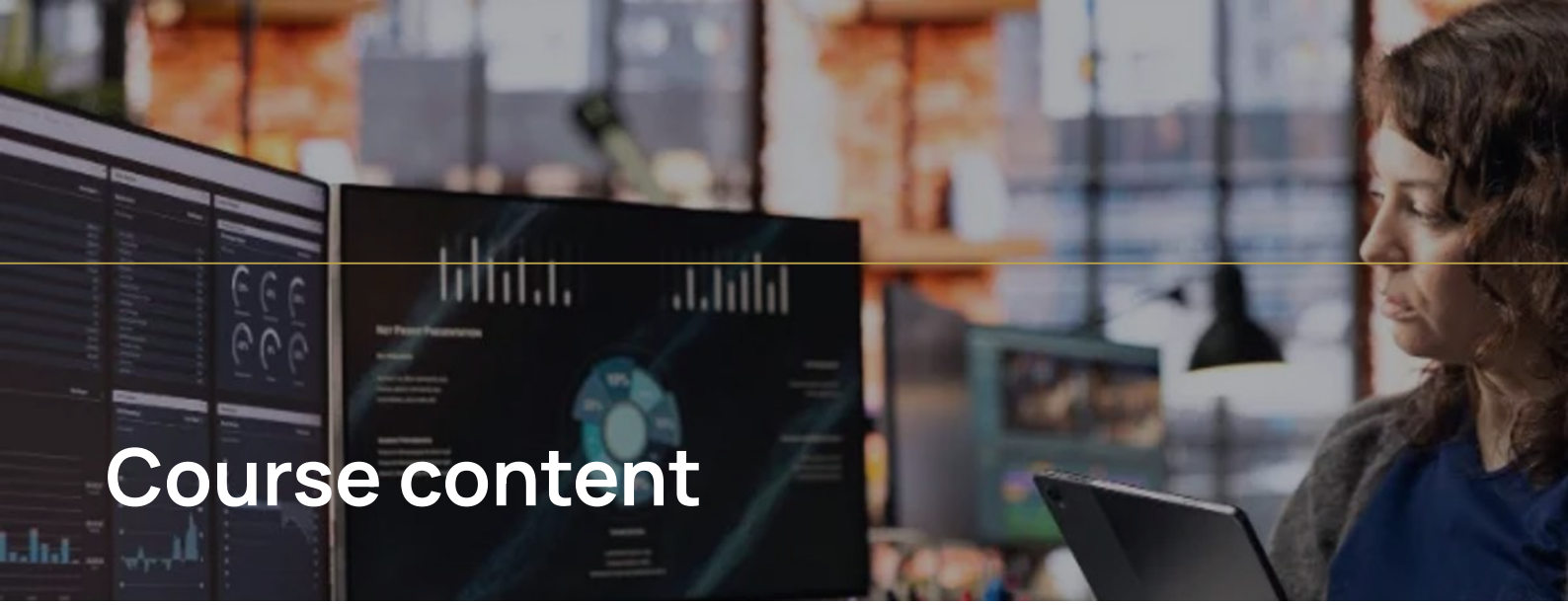
Financial institutions face increasing pressure to innovate and enhance customer experiences while managing risks. Understanding AI's role in finance and open banking is crucial for making informed decisions about technology adoption and compliance with regulations. This course addresses the challenges of integrating AI into existing systems and processes, ensuring participants can navigate these complexities effectively. Participants will engage in practical exercises that simulate real-world scenarios, allowing them to apply AI tools and techniques to financial data analysis, risk assessment, and customer engagement strategies. By developing these capabilities, attendees will be better equipped to drive innovation within their organisations and enhance their competitive edge in the evolving financial landscape.
The implementation of AI in finance is not merely a technological shift; it requires a deep understanding of regulatory frameworks, ethical considerations, and risk management strategies. Participants will learn to evaluate the implications of AI on customer privacy and data security while developing strategies to mitigate potential risks. This course will empower professionals to make data-driven decisions that align with regulatory requirements and organisational goals. By mastering AI applications in finance, participants will enhance their ability to optimise operations, improve customer satisfaction, and drive sustainable growth in their organisations. The skills gained will be directly applicable to their roles, fostering a culture of innovation and compliance.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

This course employs a blend of case studies, hands-on workshops, and simulations to facilitate learning. Participants will analyse real-world financial datasets using AI tools, engage in group discussions to explore regulatory frameworks, and work on projects that require the application of AI techniques to solve specific financial problems. The outputs will include data analysis reports, risk assessment frameworks, and customer engagement strategies, demonstrating their practical understanding of AI in finance and open banking. Additionally, participants will collaborate in teams to develop solutions that address real-world challenges, enhancing their problem-solving and critical-thinking skills in a supportive learning environment. This interactive approach ensures that participants can apply their learning effectively in their professional contexts.



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Course objectives

By the end of this course, participants will be able to:
• Analyse the impact of AI on financial services and open banking practices, focusing on customer experience.
• Evaluate regulatory frameworks affecting AI implementation in finance, ensuring compliance and risk management.
• Design AI-driven customer engagement strategies for financial institutions to enhance service delivery.
• Assess risks associated with AI technologies in financial decision-making, identifying potential pitfalls.
• Construct data analysis reports using AI tools for financial datasets, showcasing insights and trends.
• Justify the adoption of AI solutions in enhancing operational efficiency in finance, aligning with business goals.
• Compare traditional banking methods with AI-enhanced approaches in open banking, highlighting advantages and challenges.
• Prioritise AI applications based on business needs and regulatory compliance, ensuring strategic alignment.

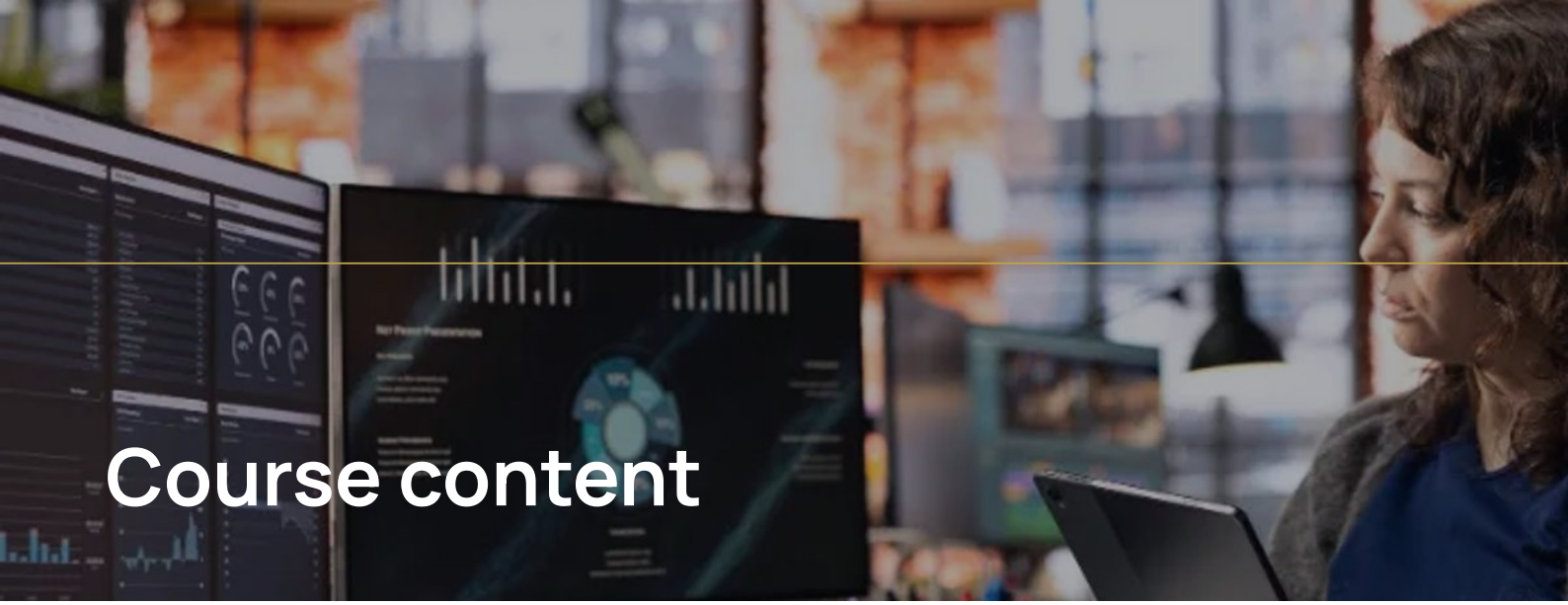
Target audience

This course is suitable for:
• Financial analysts seeking to enhance their data analysis skills with AI.
• Compliance officers needing to understand AI regulations in finance.
• Product managers in banking looking to innovate customer engagement.
• Data scientists focusing on financial applications of AI.
• Risk managers assessing AI-related risks in financial services.

Target competencies

Participants will develop competencies in:
• Utilising AI tools for financial data analysis.
• Understanding regulatory implications of AI in finance.
• Developing customer-centric AI solutions in banking.
• Evaluating the risks of AI technologies in finance.
• Creating actionable insights from financial datasets.
• Integrating AI strategies into financial decision-making.

Course outline



Course content

Day 1: Introduction to AI in Finance and Open Banking

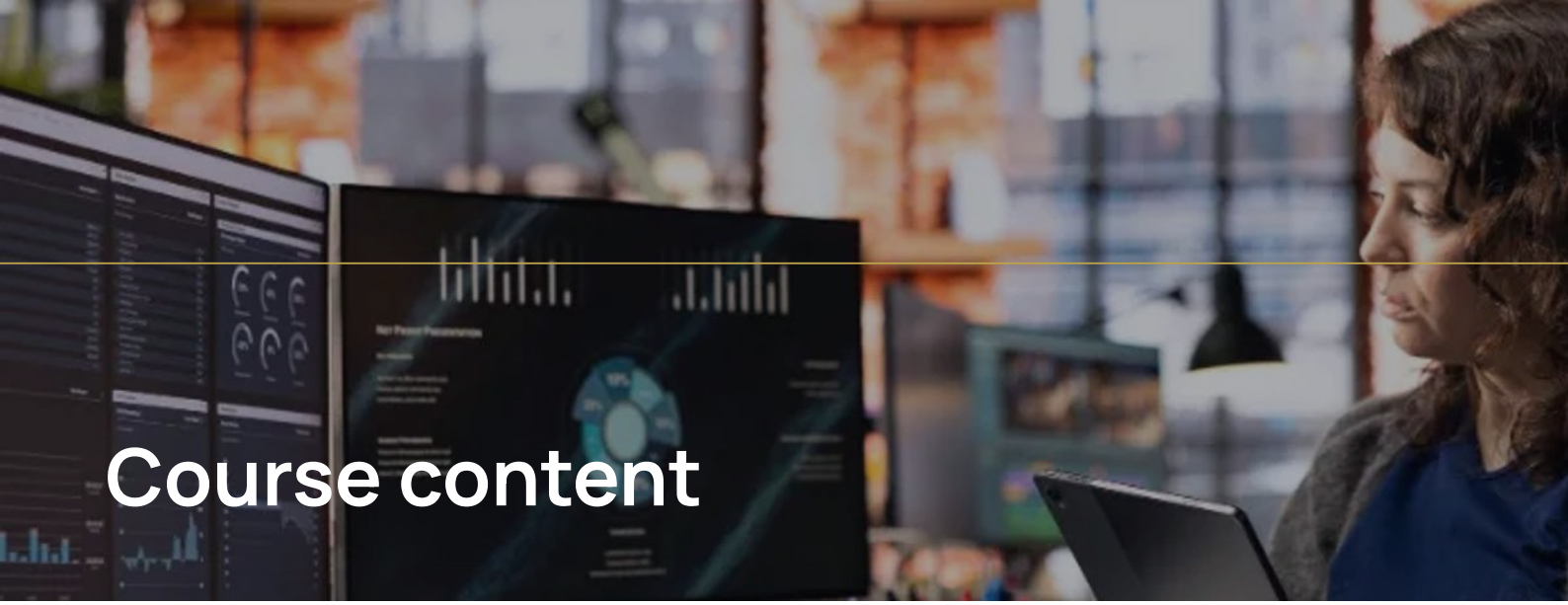
Applied activity: Participants will analyse a case study on a bank's AI implementation strategy, identifying key benefits and challenges faced during the process. They will then propose solutions to overcome identified barriers, considering both technological and organisational aspects.
Output: A summary report outlining the case study findings and recommendations for successful AI integration.

09:00–09:54	Overview of AI technologies relevant to finance and banking.
09:54–10:48	Understanding open banking and its implications for financial services.
10:48–11:00	Key benefits of AI in enhancing customer experiences and operational efficiency.
11:00–11:30	**Coffee break**
11:30–12:12	Key benefits of AI in enhancing customer experiences and operational efficiency. (continued)
12:12–13:06	Challenges in adopting AI in finance, including integration and cultural shifts.
13:06–14:00	Regulatory landscape for AI in open banking, focusing on compliance requirements.

Day 2: Data Analytics and AI Tools for Financial Insights

Applied activity: Using a provided financial dataset, participants will apply AI tools to perform customer segmentation and generate insights. They will present their findings to the group, discussing the implications of their analysis on marketing strategies and customer engagement.
Output: A data analysis report detailing customer segments and insights derived from the analysis, including visualisations.

09:00–09:54	Introduction to data analytics in finance, focusing on key concepts and tools.
09:54–10:48	AI tools for predictive analytics in banking, including machine learning techniques.
10:48–11:00	Techniques for customer segmentation using AI, enhancing targeted marketing efforts.
11:00–11:30	**Coffee break**
11:30–12:12	Techniques for customer segmentation using AI, enhancing targeted marketing efforts. (continued)
12:12–13:06	Data visualisation methods for financial data, improving stakeholder communication.
13:06–14:00	Ethical considerations in financial data usage, ensuring responsible AI practices.



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Day 3: Regulatory Frameworks and Compliance in AI

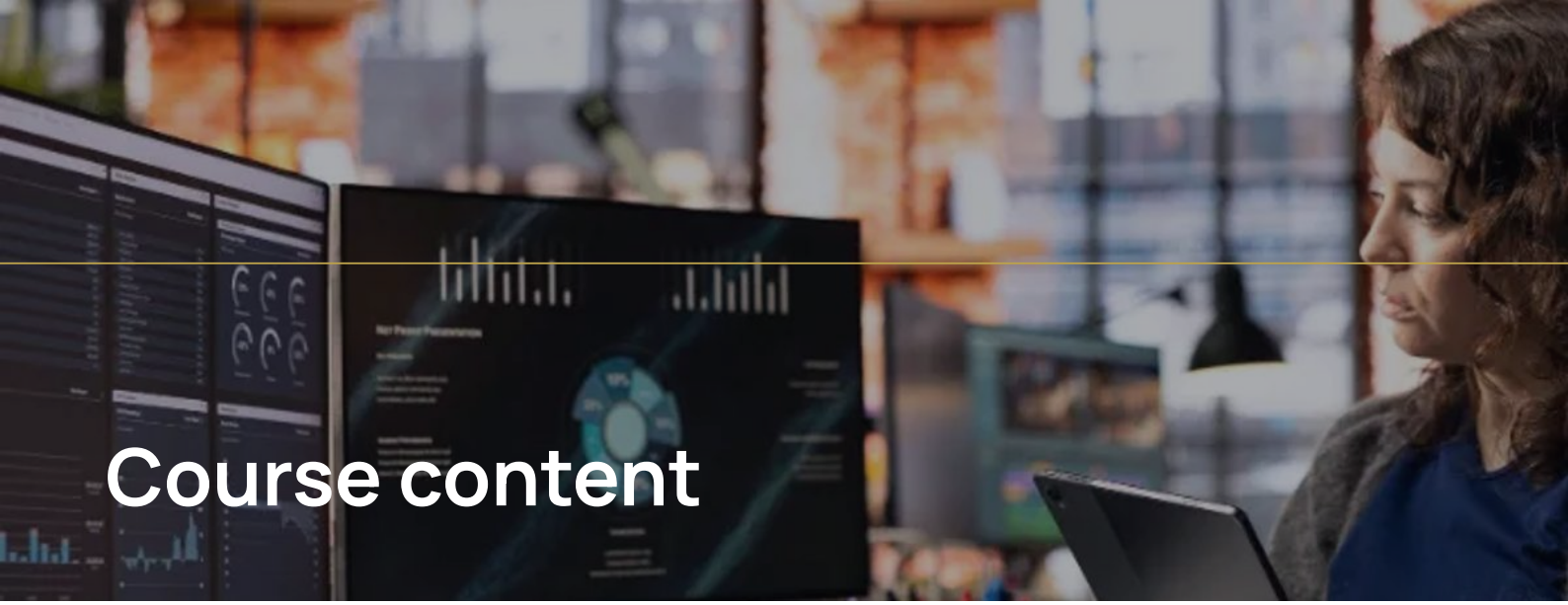
Applied activity: Participants will work in groups to evaluate a hypothetical AI implementation against regulatory requirements. They will identify compliance gaps and propose corrective actions to ensure adherence, considering both legal and ethical dimensions.
Output: A compliance assessment report with recommendations for addressing identified gaps and ensuring regulatory alignment.

09:00–09:54	Understanding GDPR and its impact on AI in finance, focusing on data protection.
09:54–10:48	Key regulations governing open banking practices, including PSD2 and their implications.
10:48–11:00	Risk management frameworks for AI technologies, ensuring compliance and safety.
11:00–11:30	**Coffee break**
11:30–12:12	Risk management frameworks for AI technologies, ensuring compliance and safety. (continued)
12:12–13:06	Best practices for compliance in AI implementations, including documentation and auditing.
13:06–14:00	Case studies of regulatory challenges in AI, analysing lessons learned.

Day 4: Risk Assessment and Management of AI Technologies

Applied activity: Participants will create a risk assessment framework for an AI project in finance, considering various risk factors and mitigation strategies. They will present their framework to peers for feedback, fostering collaborative learning and improvement.
Output: A comprehensive risk assessment document for the proposed AI project, including identified risks and mitigation plans.

09:00–09:54	Identifying risks associated with AI in finance, including operational and reputational risks.
09:54–10:48	Developing risk assessment frameworks for AI applications, ensuring thorough evaluation.
10:48–11:00	Mitigating operational risks in AI implementations, focusing on best practices.
11:00–11:30	**Coffee break**
11:30–12:12	Mitigating operational risks in AI implementations, focusing on best practices. (continued)
12:12–13:06	Evaluating the impact of AI on financial stability, considering systemic risks.
13:06–14:00	Case studies of AI-related failures in finance, analysing causes and prevention strategies.



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Day 5: Integrating AI into Financial Decision-Making

Applied activity: In teams, participants will design a comprehensive AI integration plan for a financial institution, addressing technology, people, and processes. They will present their plan to the class for evaluation, receiving constructive feedback from peers and instructors.
Output: A detailed AI integration plan that outlines steps, resources, and timelines for implementation, ready for organisational use.

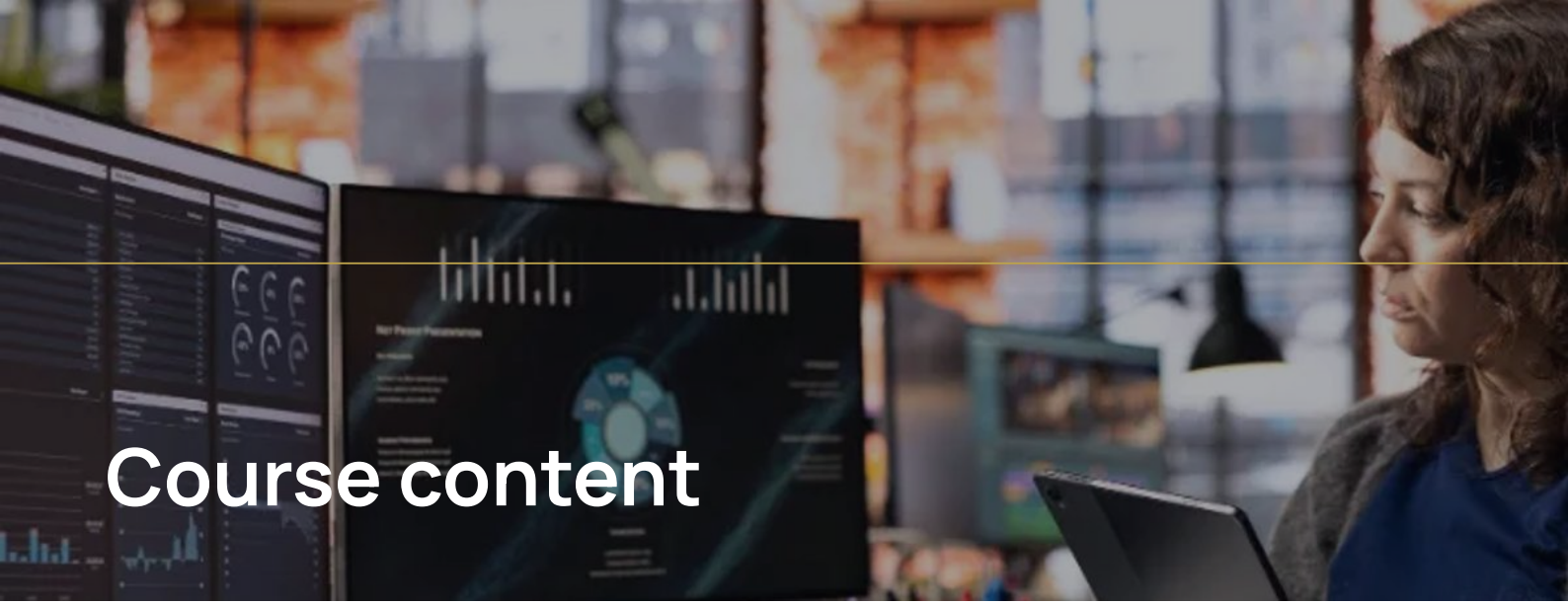
09:00–09:54	Strategies for implementing AI solutions in finance, focusing on change management.
09:54–10:48	Measuring the impact of AI on business performance, using key performance indicators.
10:48–11:00	Aligning AI initiatives with organisational goals, ensuring strategic fit.
11:00–11:30	**Coffee break**
11:30–12:12	Aligning AI initiatives with organisational goals, ensuring strategic fit. (continued)
12:12–13:06	Future trends in AI and open banking, preparing for upcoming challenges and opportunities.
13:06–14:00	Developing a roadmap for AI integration in finance, outlining key steps and milestones.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

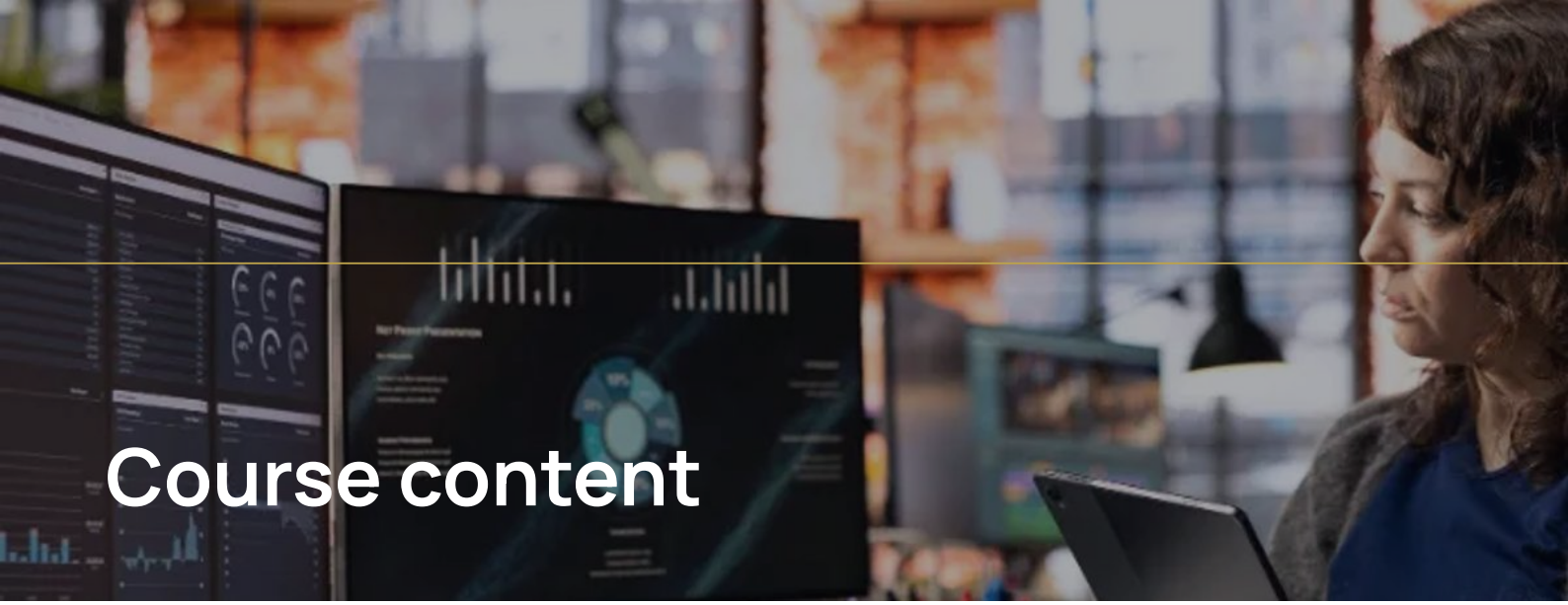
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**



Course content

Dates, venues and fees (continued)

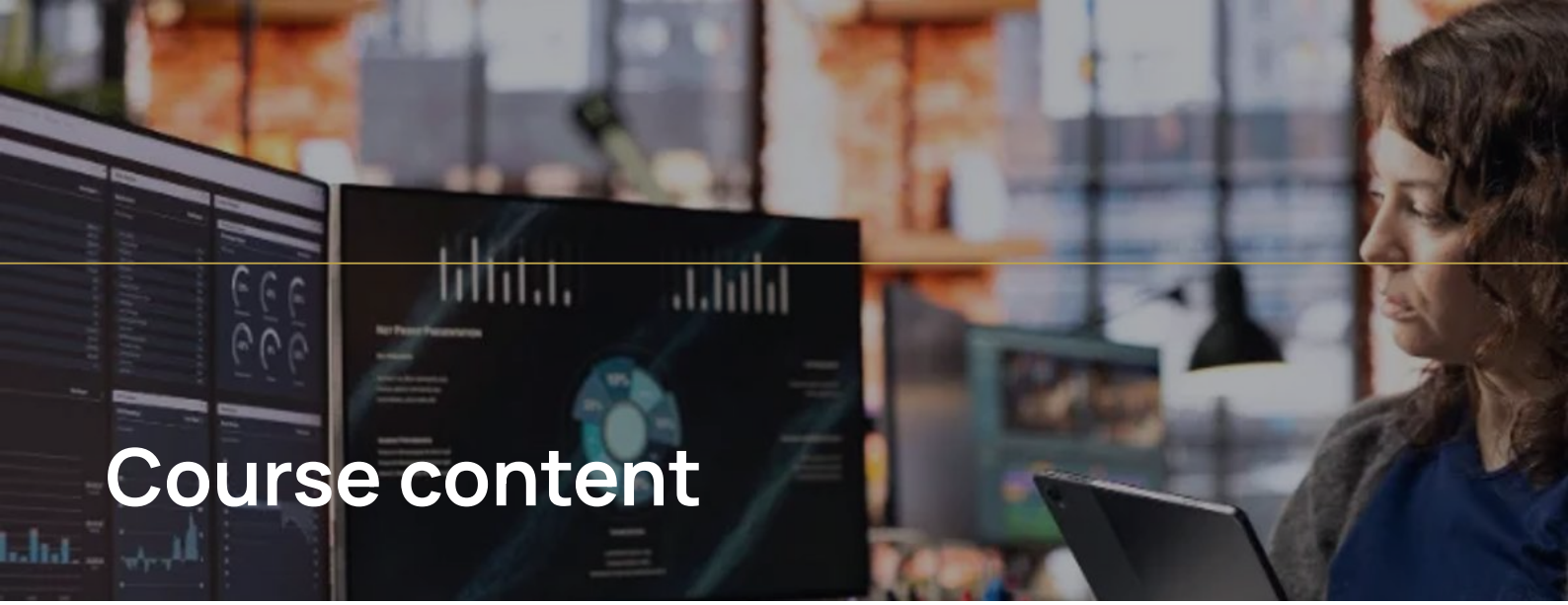
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**



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Dates, venues and fees (continued)

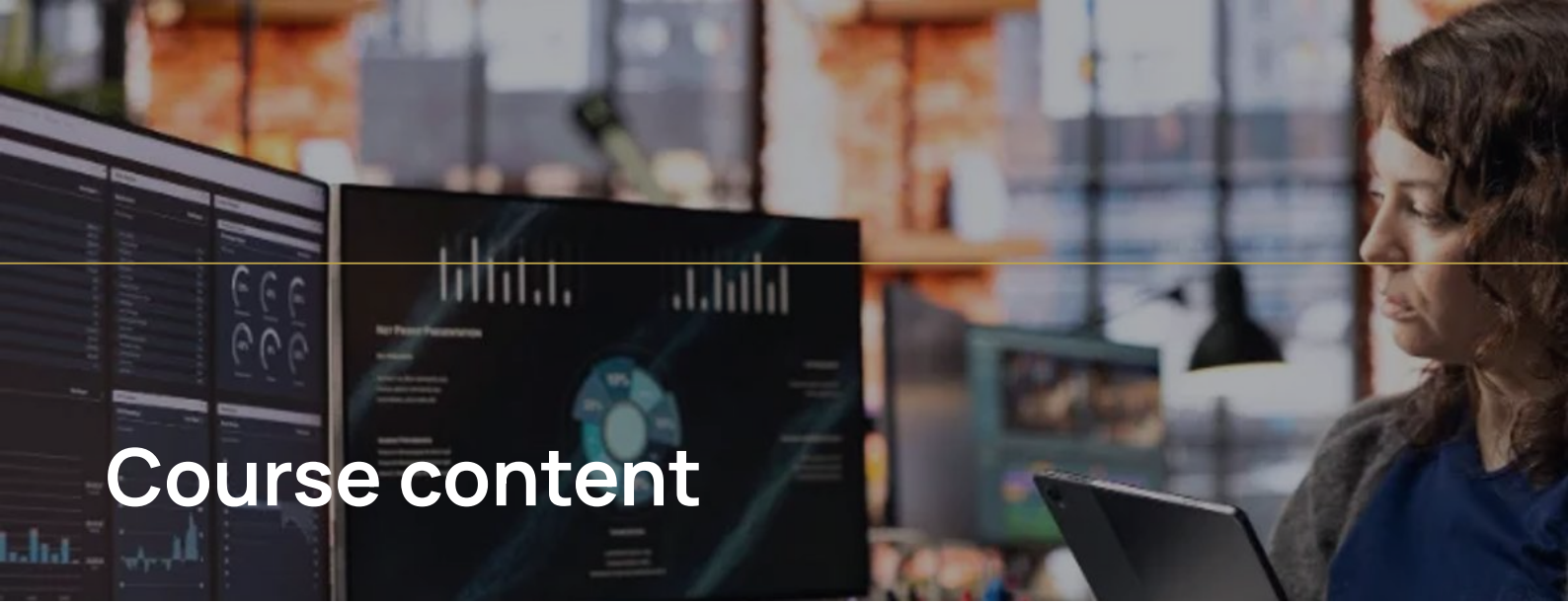
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**



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Dates, venues and fees (continued)

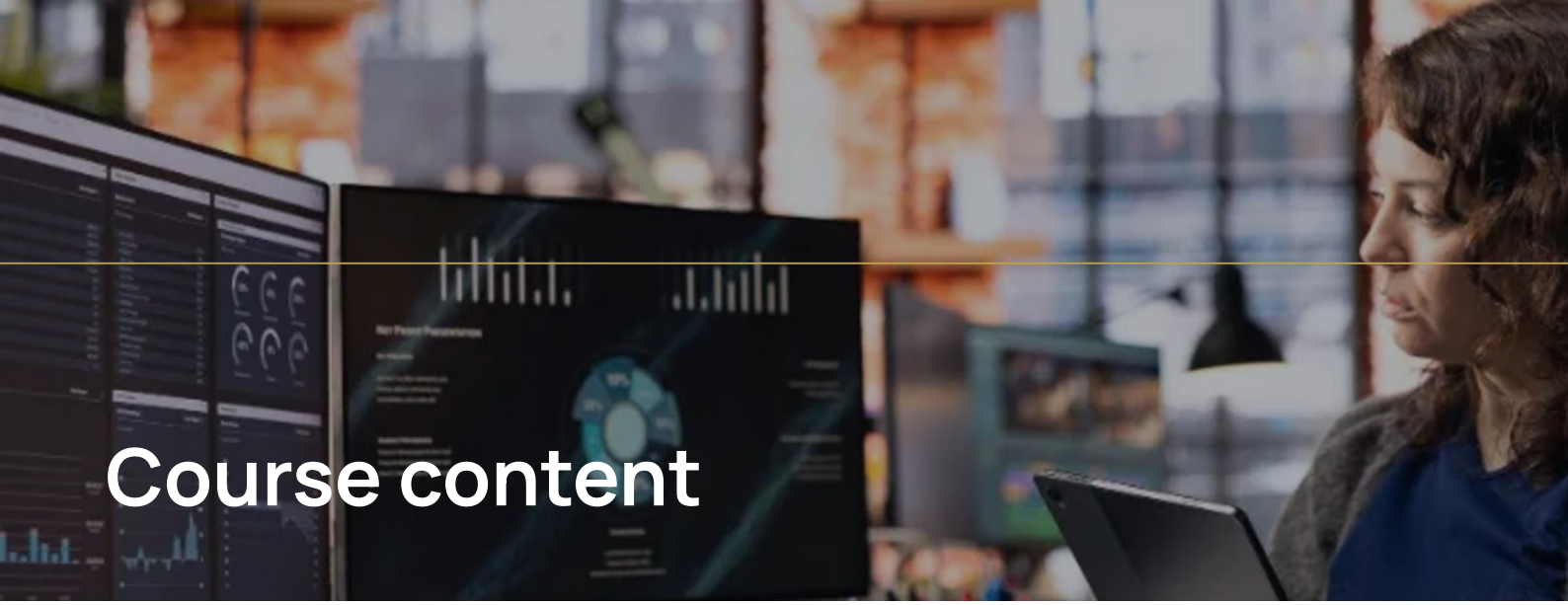
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

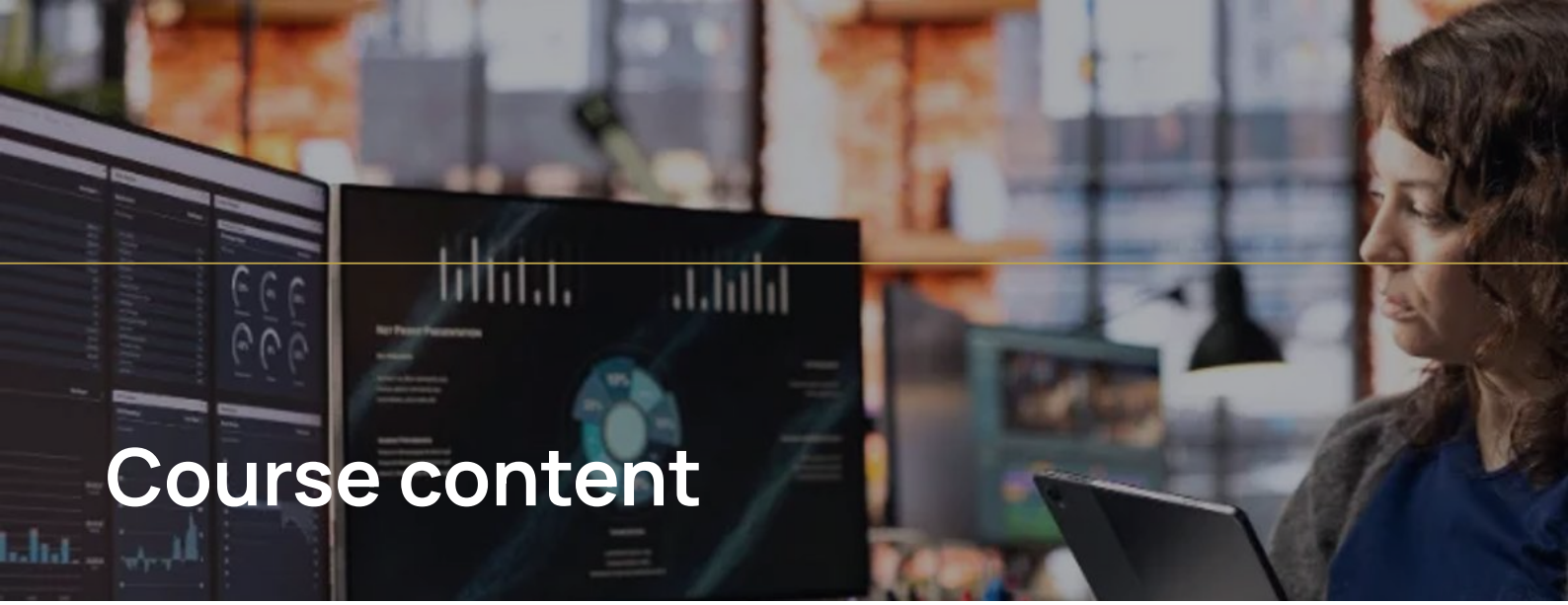
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.–**



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Dates, venues and fees (continued)

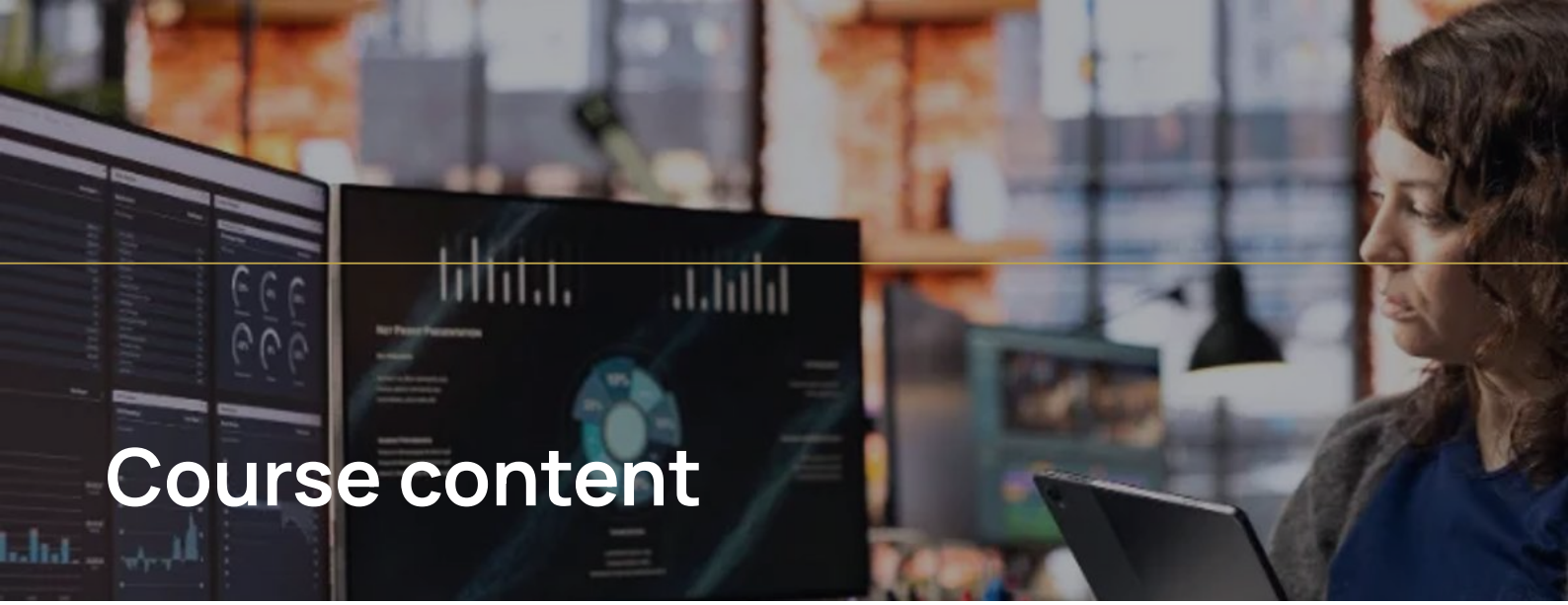
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

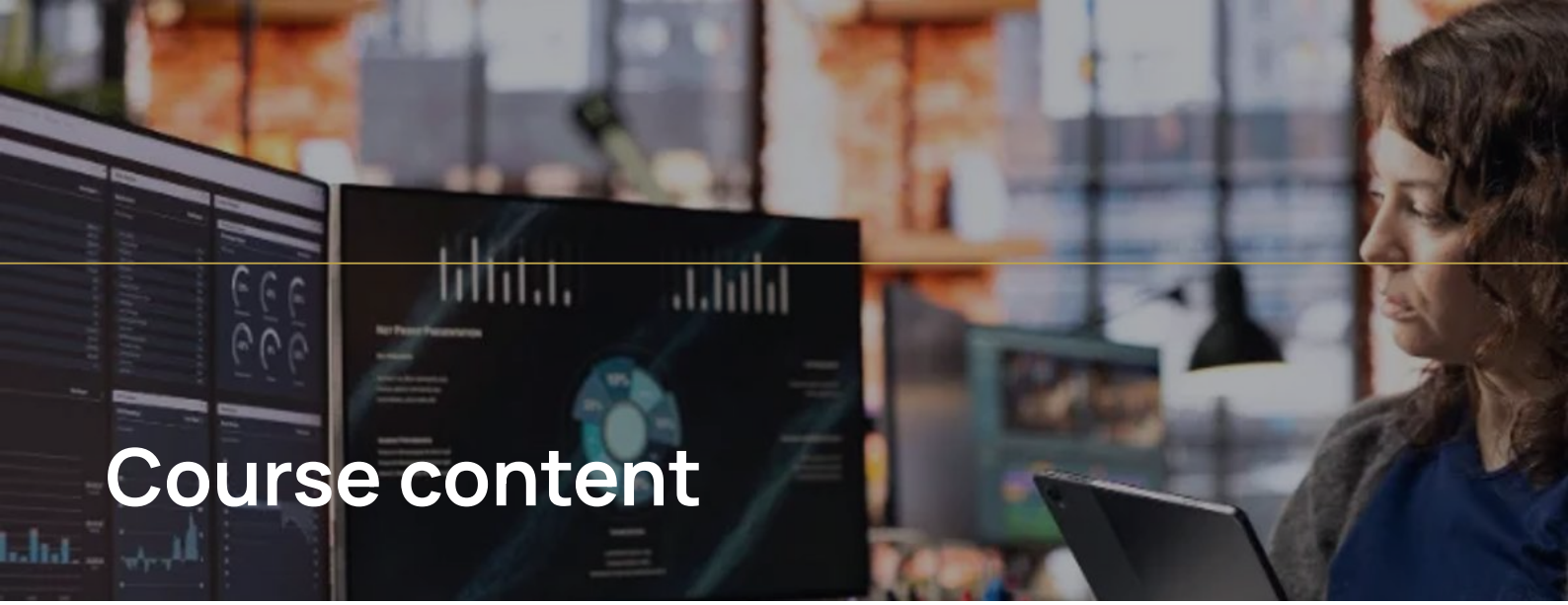
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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