

## History

For many years, ACLEDA Bank Plc. has led retail banking in Cambodia as a financial service provider to micro and small entrepreneurs. In response to a growing financial sector ACLEDA Bank Plc. gradually generated subsidiary companies, ACLEDA Bank Lao Ltd., ACLEDA Securities Plc., ACLEDA Institute of Business (AIB), ACLEDA MFI Myanmar Co., Ltd. and ACLEDA Properties Ltd.

ACLEDA Bank's Training Division, established in 2000, played the crucial role in building the capacity of ACLEDA staff to contribute to the Bank's success over the years. With the generous support of the Royal Government of Cambodia, and co-financed by the Federal Republic of Germany through KfW, in 2008 ACLEDA Bank Plc formed "ACLEDA-ASEAN Regional Microfinance Training Center" to provide training locally and internationally, focusing on MFIs in the ASEAN Region plus China. In August 2011, in a strategic response to the growth of training needs ACLEDA Bank Plc merged the Training Division and the ACLEDA-ASEAN Regional Microfinance Training Center into the "ACLEDA Training Center"(ATC). On January 25, 2016, ATC obtains the license as a higher education institution named "ACLEDA Institute of Business" (AIB) with reference to the sub-decree of the Royal Government of Cambodia No. 13 ANKr. BK. On February 12, 2024, AUB obtains Sub-Decree No. 27 signed by Samdech Moha Borvor Thipadei HUN MANET, Prime Minister of the Kingdom of Cambodia, on the recognition of the transformation of ACLEDA Institute of Business to **ACLEDA University of Business**.

## Vision & Mission

### Vision:

Our vision is to be the leading business school with the highest quality standards for future generations to support the socio-economic development in Cambodia and the Region.

### Mission:

Our mission is to provide students with the superior quality of higher education, through on-campus and digital courses, to build their:

- Knowledge
- Professional Skills
- Creative and Innovative Potential
- Experience
- Ethics
- Network

In order to enhance their professional future careers, we will at all times observe the highest principles of ethical behavior, respect for a diverse and multi-cultural society, laws and regulations and the environment.

## AUB Faculty

The training faculty consists of senior management and technical specialists from the Bank's branches and headquarters who complement the AUB faculty and specialists in course design, delivery and training techniques.

## A. Training Programs for External Organizations and the Public

AUB provides a diverse range of training courses that combine concepts and practice – delivering the "know-how" and "show-how" and prioritizing highest training quality.

Currently, ten types of training are offered to local and international participants from external organizations and the public:

### 1. Yearly Training Calendar

A yearly training calendar offers a variety of short courses with great appeal, such as credit management, product development, internal control, savings management and customer service and care. Most of the courses are 2-day-in- class sessions designed to suit the staff training needs of banks, MFIs, companies and local and international participants. Courses are regularly scheduled for release and publicized on our website and other promotional networks. Courses are offered in Khmer and English.

### 2. Tailor-made Training

Training is tailored to meet an organization's areas of interest. AUB offers detailed courses outlines for consideration to select any suitable course topics for the training needs. AUB staff also work with organizations to assess training needs, design curricula and deliver capacity building and learning events. Training can be designed for one organization or groups of organizations that cooperate together, such as international NGOs, funders, associations, networks or consortia project. Field visits can also be included to see the on-the-ground practice of ACLEDA in a variety of areas, such as credit, savings or back-office functions, such as internal audit and treasury management.

### 3. Study Visit Program

Local and international visitors meet with ACLEDA management and specialists on a variety of technical and managerial topics. Our management and specialists have the expertise to share time for lectures and discussions, and questions and answers. Field visits are also organized for visitors to see how ACLEDA operates its retail banking services. Study tours can also be designed to suit visitors' priority areas of interest.

### 4. Skill Development Training for Students and Public

Short skill development courses are prepared for undergraduates, graduates and the public who need to be suitably qualified to find a job or improve their business. The yearly training programs are scheduled and announced in our website and other promotional networks.

### 5. Workshop

A forum of sharing best experience to ex-trainees of AUB or other participants for other public and private sector which is led by reputed guest speaker from ACLEDA Bank or Outsider.

### 6. Training Program for Computer Skills

This course is developed in order to provide the basic advance Microsoft word and Excel or other courses related to Information Technology Skill to ACLEDA's Management and staff, Students and Public through yearly training calendar or based on customer demand.

### 7. Advisory Service on Business Start Up

This program is developed for someone who wish to start up the business but they don't have any experience and don't know how to set up the business in order to

achieved the benefit and to transform from unstandardized company to be standard company. This program is designed with 120 hours by focused on how to manage the human resource, Financial and Business Plan and other task related to how to start up the business. It is led by the famous trainer of ACLEDA Bank Plc. Who has success experience in Business Plan arrangement and Management.

### 8. General English Program (GEP)

A non-assessed, non-academic course especially prepared for learners particularly targeted ACLEDA Bank's staff, students, graduates and the public with a focus on improving general English skills.

### 10. English for Specific Purposes (ESP)

English for Specific Purposes (hereafter referred to ESP) is purposively designed by ACLEDA University of Business (hereafter referred to AUB) to provide staff working in ACLEDA bank Plc., and any interested learners with two areas of English – Business Writing and Business Communication. ESP aims at improving ESP aims at improving communication skills – speaking and writing – of ACLEDA staff to meet the demands of their daily performance within their institution, and to standardize the quality of communication locally and regionally,

### 11. Special English Skills (SES)

This program is specifically designed for both academic students and non-academic students to sharpen the skills in recognizing and using grammatical structures. Thus, this grammar course will influence students to be aware deeply of grammatical forms and semantic contexts in learning grammar for academic journeys.

### 12. General Chinese Programs (GCP)

This program is designed to fulfill all learners who wish to be competent in Chinese language reading, writing, speaking and listening skill. GCP aims to provide useful & effective learning activities and strategies for learners to help them master Chinese language ability. Each level is planned to be a yearly course with well-designed syllabus.

## B. Training for ACLEDA Bank's Staff

AUB also offers a variety of training services to ACLEDA Bank Plc. and ACLEDA subsidiary Companies.

### 1. New Recruit Training

Prepared only for ACLEDA new recruits, these short courses cover basic knowledge about the Bank's business and operations.

### 2. Skill Development Training

Courses are offered on a yearly basis (in-class training, refreshing, workshop, on-the-job training, study visits) for ACLEDA existing staff in all areas to continue to develop their skills and knowledge. Courses are prepared with critical and statistical TNA analysis.

### 3. Introductory Training

Training is regularly arranged for ACLEDA staff that have changed their position or promoted to the upper level to specialize in their new status.

### 4. Training of Trainer

Courses are offered to AUB staff and Bank staff to enhance the quality of training and adult learning techniques used in the classroom and the field.

### C. Academic Programs

To continue its sustainable missions, AUB provide learners with the superior quality of higher education services and professional training in business education. Core Values & Philosophy: Quality, Ethics, Employability, and Professional. Currently, AUB has academic programs as the following:

### Achievements as of 29<sup>th</sup> February 2024

1). External Training For Other Organizations and Public	Number of Courses	Number of Participants/ Trainers
<b>Local Organizations and Public</b>	<b>744</b>	<b>24,351</b>
Financial Institutions	457	9,678
Training for Students and Public	151	3,055
Workshop	101	11,042
IT Short Course	35	576
<b>International Organizations</b>	<b>166</b>	<b>1,939</b>
Financial Institutions	81	871
ACLEDA Bank's Subsidiaries	85	1,068
Trainer Exposure	1	2
<b>2). Department of Foreign Language</b>	<b>295</b>	<b>4,806</b>
General English Program (GEP)	209	2,349
English for Specific Purpose (ESP)	18	322
General Chinese Program (GCP)	40	610
Special English Skills (SES)	3	50
Lao Course	6	129
Tailor Made Course	6	114
Seminar	11	1,061
Training	2	171
<b>3). Internal Training for ACLEDA Bank's Staff</b>	<b>Number of Courses</b>	<b>Number of Participants</b>
Internal Training	<b>64,259</b>	<b>718,887</b>
New Recruit Training	616	23,251
Skill Development Training	48,494	674,514
Introductory Training	15,149	21,122

### 1. Associate Degree in Business Administration

Two-Year Undergraduate Program Specialize in Finance and Banking, Insurance, Logistic, Export-Import Management, Accounting, English, and Marketing.

### 2. Bachelor Degree in Business Administration

Four-Year Undergraduate Program Major in Finance and Banking, Risk Management and Insurance, Supply Chain Management and Logistics, International Business Fintech, Information Technology, Business IT, Business Law, Science and Engineering Computer, and English.

### 3. Master Degree in Business Administration

Two-Year Postgraduate Program Major in Finance, Finance and Banking, and Management.

### What are the benefits from AUB?

Optimistically, after training courses with AUB, participants will gain more knowledge and skills based on the successful experiences and the best practices of ACLEDA, majoring in Credit, Finance, Marketing, Banking Operation, Internal Control, Human Resource Management and others. The training courses are designed for a participant-centered method, focusing on HOW to do the best performance, to increase productivity and profitability.

Our Participants	Types of Organizations							Total
	Government	Bank	MFI	NGO	Company	Credit Operator	Other	
<b>Local Organizations</b>	9	42	77	60	282	25	29	524
<b>International Organizations</b>	12	31	77	12	5	0	5	142

### List of Countries: 30 Countries

Afghanistan, Albania, Bangladesh, Bhutan, China, Egypt, Eritrea, Germany, India, Indonesia, Japan, Laos, Luxembourg, Malaysia, Montenegro, Morocco, Myanmar, Nigeria, Pakistan, Peru, Philippines, Senegal, Sri Lanka, Tajikistan, Timor Least, Thailand, Tunisia, USA, Vanuatu, and Vietnam.

### Academic Programs (Outstanding Number):

Degree	Number of Classes	Number of Students
Bridging Course	7	255
Associate Degree	24	614
Bachelor Degree	142	4,046
Master Degree	2	78

