



## CERTIFICATION IN INSURANCE MANAGEMENT (IM)

### AIM OF THE PROGRAM

As of April, 2000 there were only 2 insurance companies in India. Today, in a span of 8 years, the number of insurance companies in India has gone up from 2 to 37. It is obvious that with the growth in the number of insurance companies and the need for insurance as an intrinsic part of financial planning, the need for certified professionals for this industry has grown manifold.

The 6 month Certification in Insurance Management (CERTIFICATION ) in partnership with AAFM, USA will provide certified professionals to the banking & insurance sector; people who can add to the great requirement of managers in the insurance space. The new generation Insurance Manager will have a sound grasp of insurance concepts, even those which till now were considered to be the realm of a handful of select professionals within these companies.

The new generation Insurance Manager needs to also manage agencies & insurance agents. This need for people management skills means he should not only be proficient in domain knowledge, but should also possess various technical & people skills and a winning attitude.

The CERTIFICATION program imparts extensive knowledge of Insurance Management over a 6 month period, including general management concepts that will give CERTIFICATION students an edge over any regular MBA program. Skills including Relationship Management, Consultative Selling, Power Negotiation, Managerial skills etc will prepare CERTIFICATION students to take on leadership positions later in their career, and do well in the current scenario. Attitude development will be facilitated through lessons from world renowned experts like Brian Tracy, Stephen Covey, Tom Peters and others.

CERTIFICATION is creating an alchemy of professionals who will take on any area in Insurance Management & Banking right from day 1, and will differentiate themselves from their counterparts by their high level of knowledge, skills and attitude. **The new generation Insurance Manager has arrived for good!**

### ABOUT THE PROGRAM

CERTIFICATION is a 6 month full time program with intensive 3 month internship at leading banks & insurance firms. AN optional co-certification from AAFM, USA on specific modules is there as part of this program. CERTIFICATION will create professionals who are ready to hit the ground running from day 1.

### INTERNSHIP WITH BANKS

CERTIFICATION students will undergo a 3-month internship with leading banks & insurance firms in India. During this time they will interact with senior management & get inducted in various parts of the Organization's business. Students will do live case

studies during the internship & will also be graded on their internship module by the insurance firm or the banks & IIFM faculty.

### PLACEMENTS FROM IIFM

All IIFM CERTIFICATION students will get provisional **appointment letters from leading partnering banks & insurance companies, at the time of joining the institute.** Appointments are subject to successful completion of the program.

The Insurance management program & an optional co-certification from AAFM, USA will tremendously enhance the value of students even in the in the international job market.

## PROGRAM CONTENT

The curriculum of the CERTIFICATION program has been designed by global experts, PeopleFirst along with IIFM. PeopleFirst is IIFM's intellectual partner & has trained more than 15,000 banking & financial services professionals in the past 3 years.

The course content has been shared & validated by leading banks/ insurance firms in India.

The CERTIFICATION program has 32 modules. Some of the key modules are explained in brief here

**FINANCIAL SERVICES FOUNDATION:** Students go through key elements of investment & insurance & related concepts to make sure that at the end of this session everyone is on the same page, irrespective of their educational diversity

**REGULATORY ENVIRONMENT:** This part is covered across 3 modules and covers IRDA regulations, the insurance climate in India, and trends in insurance sector

**FINANCIAL MANAGEMENT:** This set of modules covers an understanding & application of statistics & principles of financial management

**ASSET ALLOCATION:** Modules in this section cover in great detail the concept & process of asset allocation, and the various asset allocation strategies that may be used in real life scenarios. Dynamic asset allocation too is covered

**FINANCIAL PLANNING:** Financial planning concepts & strategies are addressed in great detail. The significance of life cycle & wealth cycle stages is covered with simulations & case studies to understand application of the process. This will be further aided by real life case examples from partnering banks & insurance companies

**BEHAVIORAL FINANCE:** This is the hottest concept across the globe today as well as in India. Among other things, it deals with the psychology of investor decisions, herd mentality, judgmental heuristics, mental accounting, sunk cost fallacy, status quo bias, loss integration, frame dependence theory and several other concepts spread over 5 modules. Among other things, it explains how people may make terribly wrong decisions based on a tendency towards instant gratification; this is then linked to the psychology of insurance customers. The modules on Behavioral finance will be taken by Director Jag Mohan Bhanver, author of the internationally best selling book on behavioral finance – "Think your way to Millions"

**CENTRAL AUTHORITIES:** This section covers the central bank structure, operations, central bank & monetary policy, central bank tools, setting reserve requirements & CRR and SLR

**FINANCIAL MARKETS:** In modules related to this topic, students will learn about the functions of financial markets, & the major players in the financial markets, including brokers, dealers, investment banks and financial intermediaries. Structures of financial markets will also be studied

**INTRODUCTION TO INSURANCE & INSURANCE RELATED PRODUCTS:** Students get a primer and later a detailed insight into the nature of insurance tools and products available in the market. Advantages and relative positioning of each product is discussed in detail. More importantly, students get an insight into specific products of the insurance company/ bank that they will be joining after their program

**INTRODUCTION TO EQUITIES:** This set of modules will cover intensive study and discussion of Primary and secondary markets, debt & equity markets, various exchanges & market indexes, brokerages, equities, equity funds and investor behavior

**BONDS:** Students will learn about bonds and bond funds, as well as bond strategies and bond laddering. Main groups in the bond market will also be studied

**MUTUAL FUNDS:** This set of modules deals with the history of mutual funds in India and global markets, role & working of mutual funds, types of funds, understanding the style box, costs, expense ratios & loads, fund valuations, buying & selling of funds. A section on reading & analyzing mutual fund tables is also included

**MONEY MARKETS:** Among other things, the 2 modules in this section deal with understanding of both money markets & stock markets and various money market instruments like Treasury bills, certificate of deposit, commercial paper, banker's acceptance and repos

**STRUCTURED PRODUCTS:** This is one of the most required and significant area for banking & insurance companies today. This is also an area that only a few senior professionals truly understand, giving the recent focus on this. This module will be taken by senior professionals from the industry, including banking & insurance partners of IIFM. Real life case studies will be included

**MERGERS & ACQUISITIONS:** Given the importance of this section, this is in addition to the section on corporate actions & includes spin-offs, carve outs, tracking stock, objectives of M&A, varieties of M&A, reverse mergers, demergers, valuation concepts like P/E ratio, EV/Sales ratio, replacement cost and discounted cash flow

**CORPORATE ACTIONS:** This module lays the foundation of understanding corporate actions including real life case studies on stock splits, dividends, mergers & acquisitions, rights issues, spin-offs, amongst others

**CREDIT RISK:** This is a topic that is not even covered in most MBA programs. It covers among other things assessing credit risk, interest coverage ratios, capitalization ratios & credit spread

**SHORT TERM & LONG TERM RISK:** Specifically for insurance, it is imperative that students appreciate the short term & the long term risk elements inherent in insurance, especially the latter

**OTHER IMPORTANT SECTIONS:** There are several other key modules during the 1-year CERTIFICATION program. But it is important to mention modules on **PENSION MARKETS & FUNDS, UNDERWRITING CONCEPTS & PROCEDURES AND ACTUARIAL CONCEPTS.** A large part of these sessions will be taken by senior management at leading banks and insurance companies

**GENERAL MANAGEMENT:** Students who do the CERTIFICATION program from IIFM will have an advantage over a typical MBA because they will have greater knowledge & skills related to insurance & wealth management than a standard MBA student. However, in order that they do not lose out to a MBA program, the CERTIFICATION program also includes extensive modules on General Management.

The General Management section includes the following credit areas:

- Sales Management
- Sales Planning
- Sales Process Management
- Organizational Behavior
- Marketing Management
- Operations Management
- Financial Management (includes a section on statistics)

**BEHAVIORAL PROGRAMS:** Attitude & skills especially behavioral are as important if not more than knowledge. While the specialized modules and general management modules help build great stores of knowledge & some skills, the behavioral modules will further build on skills and simultaneously create a DNA of a winning attitude in each student, which will help them excel not just in their career but in life too.

This section will include 5 extensive modules with credit areas in the following:

- Consultative Selling Skills

- Sustainable Relationship Management
- First Level Managerial Skills
- Power Negotiation
- Effective Time Management

Most people spend in excess of rupees one lakh on programs included in this section. For IIFM CERTIFICATION students this is free of cost and part of their course.

Some of these modules include learning from world renowned experts like Brian Tracy, Stephen Covey, Todd Duncan and others

## LEARNING METHODOLOGY

At IIFM, we don't rely on theory alone. Therefore, the learning and teaching process at IIFM has been designed in collaboration with PeopleFirst, world leaders in developing people. The learning process includes the following:

- Classroom sessions with eminent faculty
- Relevant case studies
- Simulations & role plays
- Project work at IIFM
- Self-learning with a range of learning resources
- CDs & reference material from global resources
- Interactive group work
- Mentoring by senior bankers & IIFM faculty
- Internship with partnering banks

There are a total of 32 credit papers comprising 80% of the overall grading, with 20% grades based on feedback from the insurance company/bank where internship is done, balanced by faculty reviews.

## AAFM, USA CERTIFICATION

Not only do the students get a certification in Insurance management from IIFM that is recognized as an industry standard by leading Banking & insurance companies in India; they also get an optional certification from AAFM, USA on specific programs that they do through IIFM with AAFM, USA. The latter is recognized globally and has global accreditation.

## IRDA CERTIFICATION

As part of this program, IIFM will also prepare its students for IRDA certification. IRDA certification is mandatory in most cases in case of banking or insurance staff involved in selling & distributing insurance products.

## **INTERNATIONAL EXPOSURE TRIP**

Top 10% of the Insurance management students are sent on an international management exposure trip to Dubai for 1 week. During this trip, they interact with top international companies and do a project report on their studies and analysis when they come back to India. The presentation on the report is shared with IIFM management, faculty, external panelists and AAFM, USA.

## **INDUSTRY MENTORS**

All students of this program have senior executives from the industry who are there to mentor them and guide them in making the best career decisions. This is an invaluable asset for all students.

## **ELIGIBILITY CRITERIA**

Graduates from all disciplines are eligible for this program. Those students who have appeared for their final graduation exams this year and have not yet received their final year mark sheets are also eligible, but if selected they will be required to produce final year mark sheets after joining the program at IIFM, within a reasonable time frame, depending on their particular graduating college/ university.

## **SELECTION PROCESS**

Students may refer the prospectus and the admission form for details related to selection process and admission protocols.

## **PAYMENT PROCESS**

The CERTIFICATION program fee is RS. 1,95,000.

Service tax (as per government rules) is extra. All payments are to be made by a crossed Demand draft/ Pay order in favor of "INDIAN BUSINESS ACADEMY PVT. LTD" payable at Mumbai.

When IIFM confirms the selection of the student to the program, the student needs to make an admission fee payment of RS. 28,500. Service tax (as per government rules) is extra.

The balance payment (after deducting the admission fee) for the year may be paid latest 5 days before

## **LOANS FOR THE PROGRAM**

Loan facility is available from Banks and NBFC's. Students who require this facility may speak to the registration authority at IIFM at the time of admission for help on this.

The loan will be solely at the discretion of the bank and IIFM will not have any say in the whole process apart from facilitating the same in whatever capacity we can.

If the loan payment is delayed beyond a particular date and IIFM does not receive the admission fee before the cut-off date, it might not be possible to retain your seat or the confirmed appointment with the partner banks. Therefore, while you may seek a loan, please keep in touch with the registering authority at your IIFM center to ensure that your seat is not forfeited because of any avoidable delays.

the start of the academic session.