



Certification IN WEALTH MANAGEMENT (WM)

AIM OF THE PROGRAM

The Banking industry in India has grown significantly. In the last 10 years alone, more than 12 new banks have been setup in India. This has been supported by another 15 financial services companies setting base in the country. The economy has also grown at a rapid pace and we are now one of the leading economies in the world. With increasing financial freedom, customers are now seriously looking for guidance from Banks on managing their wealth.

The aim of the 6 month Certification in Wealth Management (CERTIFICATION) is to educate & prepare Wealth Managers who are being sought after desperately by leading Banks and financial companies today. The new generation Wealth Manager will have deep understanding of banking solutions and holistic understanding of the industry requirements.

The new generation Wealth Manager needs to be proficient in not just domain knowledge, but should also possess various skills and a winning attitude.

The CERTIFICATION program imparts extensive knowledge of Banking & Wealth 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. Attitude development will be facilitated through lessons from world renowned experts like Brian Tracy, Stephen Covey, Tom Peters and others.

CERTIFICATION is giving birth to professionals who will be ready to take on any area in Wealth Management & Consumer Banking right from day 1, and will differentiate themselves from their counterparts by their high level of knowledge, skills and attitude. **The new generation Wealth Manager is here to stay!**

ABOUT THE PROGRAM

CERTIFICATION is a 6 month full time program with an intensive 3 month internship at leading banks. An optional Co-certification from AAFM, USA on specific modules is there as part of this program. This program 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 in India. During this time they will interact with senior management at the bank & get

PROGRAM CONTENT

inducted in various parts of the bank's business. Students will do live case studies during the internship & will also be graded on their internship module by the banks & IIFM faculty.

PLACEMENTS FROM IIFM

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

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

margin, margin call, leverage, & associated risks of margin.

The curriculum of the CERTIFICATION program has been designed by global experts, PeopleFirst along with IIFM. PeopleFirst is IIFM's knowledge 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 in India.

The CERTIFICATION program has more than 30 modules. Some of the key modules are explained in brief here

BASICS ON INVESTMENT & INSURANCE: The students go through essentials of risk-return trade-off, compounding, risk appetite, money illusion, inflation concepts, and macro-economic factors. They also understand the concept of diversification, market timing, rupee cost averaging, volatility, efficient market hypothesis, optimal portfolio, capital asset pricing model, investor profiling, home economics and insurance regulatory & product orientation

ASSET ALLOCATION: This part of the course covers 4 modules, covering various conventional asset classes including alternate classes of investments like art & real estate. Students learn about financial portfolio management, role of style in equity allocation, role of rebalancing, different types of risk, variance & standard deviation, reverse optimization, key trends on globalization & securitization, active vs. passive management and several other concepts that are critical in today's wealth management

FINANCIAL PLANNING ESSENTIALS: Students learn the crucial elements in financial planning, including the objectives of financial planning, role of mutual funds in financial planning, detailed financial planning process in India, mistakes financial planners should avoid, as well as common terminology in financial planning. Students will also learn about concepts like value averaging, rupee cost averaging, goal oriented investing etc

FINANCIAL PLANNING STRATEGIES: Detailed understanding of the life cycle stage & the wealth stage is part of this set of 6 modules. Students will master these stage guides. Financial planning strategies will be studied & applied in real life cases

TRADE PROCESSING, CLEARING & SETTLEMENT: Students will study the details of processing, clearing & settlement, including the confirmation process, comparison process & clearing & settlement. Paperless transactions will be covered too

MARGIN TRADING: This section covers 2 modules with concepts including buying on margin, margin account, cash account, minimum & maintenance

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. 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"

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 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 are for wealth managers and financial sector organizations today, as well as a concept that only a few senior banking professionals truly understand, given the recent focus on this. This module will be taken by senior bankers, including banking partners of IIFM. Real life case studies will be included

FUNDAMENTAL ANALYSIS: This section covers quantitative analysis, quarterly & annual The General Management section includes the following credit areas:

reports, financial statements, management discussion & analysis, auditor's report, balance sheet analysis, income statements, cash flow statement & notes to financial statements

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

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

MERGERS & ACQUISITIONS: Given the importance of this section, this will have an additional module, including study of 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

COMMODITIES & CONVERTIBLES: There are 4 modules on these two subjects that include trading of commodities, benchmarks for broad commodity investing, & investing in commodities. Convertible bonds, conversion ratios, forced conversion, convertible stocks & conversion premium are some of the other study areas in this section

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

DERIVATIVES: There are 8 modules on this. These cover Options, Warrants, Forward Contracts, Forward Rate Agreements, Futures & Swaps. These are not just theory sessions but include extensive cases and calculations, backed by analysis and debrief from eminent faculty & experts from leading banks and the stock market

HEDGE FUNDS: Students will learn about hedge funds vs. mutual funds, absolute vs. relative returns, hedge fund categories, arbitrage, investing in hedge funds and understanding hedge fund risk

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 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.

- 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 30 credit papers comprising 80% of the overall grading, with 20% grades based on feedback from the bank where internship is done, balanced by faculty reviews.

SELECTION PROCESS

AAFM, USA CERTIFICATION

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

AMFI CERTIFICATION

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

INTERNATIONAL EXPOSURE TRIP

Top 10% of the Wealth 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.

Students may refer the prospectus and the admission form for the same.

PAYMENT PROCESS

The CERTIFICATION program fee is RS. 1,25,000.

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 the start of the academic session.

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.