

MANAGER<sup>®</sup>

WEALTH

CHARTERED

# GLOBAL CERTIFICATION IN WEALTH MANAGEMENT



CONNECT YOUR CAREER TO THE WORLD

**WEALTH MANAGEMENT**

**PRIVATE BANKING**



## INTRODUCTION

Wealth Management is an investment advisory discipline that incorporates Wealth Advisory, Financial Planning, Investment Portfolio Management and a number of grouped financial services. High Net-Worth Individuals (HNWIs), small business owners and families who desire the assistance of a qualified financial advisory specialist seek the services of "Wealth Managers" to coordinate Retail Banking, Investment Management, Estate Planning, Legal Resources and Tax Professionals. Wealth Managers can be an independent person or institutional or any qualified professional money manager who works to enhance the income, growth and tax favoured treatment of long-term investors.

The number of Ultra Affluent Individuals have been rising at a fast rate in India in fact there are over 1500 individuals with more than US 50 Million (Rs. 250 Crores of Personal Wealth) and over 700 of US 100 Million (Rs. 500 Crores). Credit Suisse Research Institute in its Global Wealth Report 2012 in an survey estimated that there are 1,58,000 millionaires in India which are likely to rise to 2,42,000 by 2017. It is estimated that individual wealth would double in the next 4 years.

The investor today is not only looking for a financial product in isolation but in a holistic manner "ONE STOP SHOP" for meeting his/her life goals and risk factors.

This important executive education program, CWM® Certification has been extensively remodeled for India and is designed to equip you with the skill and expertise to take your wealth management activities to the next level of professionalism.



## AMERICAN ACADEMY OF FINANCIAL MANAGEMENT® (AAFM®, USA)

The American Academy of Financial Management™ is a worldwide Board of Standards and financial professional organization, with members in 151+ countries offering exclusive certified designations, charters, and masters certification to candidates who meet the high standards. The American Academy of Financial Management® is an independent and the only truly worldwide graduate financial organization for financial managers, analysts, planners, faculty, investment executives and counselors.

### MISSION

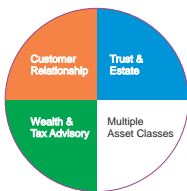
AAFM's mission is to serve its global membership and stakeholders as a world leader in educating and reinforcing the international knowledge of executives and potential leadership of financial based institutions. AAFM™ now has representative offices in the US World Trade Center N.O. Center, Hong Kong, Beijing, India, Dubai, Kuwait, Latin America and South America, Singapore, The Caribbean, Europe, and more.

- |   |  |   |   |
|---|--|---|---|
| ✓ | <b>FAST FACTS</b>                                    | ✓ | Globally                                    |
| ✓ | Founded in the Year 1996 – 18 Years Old Organization | ✓ | Member Presence in 151+ Countries           |
| ✓ | 3,00,000 + Certificants Globally                     | ✓ | Offices in 17 Countries                     |
| ✓ | 50,000 + CHARTERED WEALTH MANAGERS®                  | ✓ | AAFM® works with more than 800 Universities |

## ABOUT AAFM INDIA

AAFM® has set up its Indian Chapter American Academy of Financial Management India Private Limited, AAFM India (AAFMI) as a Standard Setting Body in India with the objective to promote Wealth Management and Financial Advisory Standards in the country. AAFM India is responsible for establishing Curriculum Design, Certification of membership and licensing standards in India. AAFM India offers various Certifications, Designations and other Educational Programs offered by AAFM® including the prestigious and highest designation globally recognized in the Field of Wealth Management “**CHARTERED WEALTH MANAGER**” (CWM®).

AAFM India promotes Wealth Management and Financial Advisory Standards in the country by actively engaging with all the stake holders including the Government, Regulators, Educational Institutes, Training Providers, Financial Services



## PRIVATE BANKING / WEALTH MANAGEMENT

Wealth Management Industry one of the fastest growing disciplines of the Financial Services Sector and India is one of the fastest growing wealth management markets presently. The total HNWI population is growing at over 20% CAGR, and the value of liquid assets is expected to grow at 19.8% CAGR. The high growth rate and the prediction that India will be the third largest economy in the world by the year 2030 makes India an attractive market.

All this growth in the wealth and wealthy has generated a strong interest in the Indian Wealth Management Industry by both domestic and foreign players in the market.

Private Banking / Wealth Management is a specialized services providing one-stop shopping including highly customized and sophisticated investment management and wealth advisory services delivered to High Net-Worth Investors having liquid assets of more than USD 1 Million. Private Wealth Managers maintain a higher degree of professional knowledge advising on other than basic financial instruments like use of trusts and other estate planning vehicles, business succession or stock option planning, private equity, taxation and the use of hedging derivatives for large blocks of stock.

The wealthiest retail clients of investment firms demand a greater level of service, sophisticated product offerings and better trained front end employees than that demanded by the average clients. India's Household wealth has been steadily rising at over 8% per annum on an average since 2000. Similar to most of the developed countries the Indian Wealth is majorly invested in real assets and property. It is estimated that 85% of the wealth is invested in these assets.



## CHARTERED WEALTH MANAGER®

CHARTERED WEALTH MANAGER® (CWM®) is unique and the only Wealth Management certification in India. This certification comprehensively deals with all the aspects of wealth management like **Investment Strategies, Life Cycle Management, Intergenerational Wealth Transfer, Relationship Management, Behavioral Finance, Alternative Products, Real Estate Valuation and Global Taxation.** This certification enables the candidates to meet the current skill set needed by the industry and stand out of the crowd.

### AREA OF LEARNING INCLUDE

- ✓ Enter into the spectrum of Wealth Management Products
- ✓ Learn more about Banking, Equity Analysis, PMS, Mutual Fund, Alternate Investment Products, Real Estate, International Taxation, Estate Planning, Insurance, etc.
- ✓ Understand the various Portfolio Management Techniques
- ✓ Driving the Set-Up of the Private Banking initiative including institutionalization of processes for the cross sell initiative with Retail Banking & Corporate Banking
- ✓ Start Catering to HNI & UHNI Clients along with your existing clientele
- ✓ Ensures an in-depth knowledge of international Wealth Management, Financial Advisory and Tax Planning that reflects the cross-border connections and investment of today's wealth owners
- ✓ Providing advisory support to clients on direct equity, debt and structured products.
- ✓ Liasing with large corporate clients for debt syndication and structured equity advisory.
- ✓ Developing higher level skills in financial analysis and the preparation and interpretation of financial data for effective decision-making
- ✓ Building investments proposition for consumer banking domain and creating a financial planning platform for investment advisory services



## CWM ACCREDITATION BY NISM (Under SEBI - Investment Advisers Regulations, 2013)

The Chartered Wealth Manager® (CWM®) Certification is the only Certification to be Accredited by National Institute of Securities Market (NISM) under Investment Advisers Regulations 2013 of Securities Exchange Board of India (SEBI) till date. All



Learn



## CURRICULUM

### Level 1 – Foundation Level

#### Introduction To Wealth Management

- Unit 1 : Concept of Wealth Management
- Unit 2 : Indian and Global Financial System

#### Investment Management & Planning

- Unit 3 : Measuring Investment Returns
- Unit 4 : Managing Investment Risk

#### Products in Wealth Management

- Unit 5 : Investment Vehicles
- Unit 6 : Role of Wealth Management in Banking

#### Laws on Wealth Management

- Unit 7 : Legalities in Wealth Management
- Unit 8 : Tax Laws

#### Applied Wealth Management

### Level 2 – Advanced Wealth Management

#### Asset Classes of Wealth Management

- Unit 1 : Equity Analysis
- Unit 2 : Alternative Products
- Unit 3 : Real Estate Valuation and Analysis

#### Practice of Wealth Management

- Unit 4 : Behavioral Finance
- Unit 5 : Relationship Management by a Wealth Manager

#### Tools of Wealth Management

- Unit 6 : Loan & Debt Management
- Unit 7 : Portfolio Management Strategies
- Unit 8 : International Taxation and Trust Planning

#### Applied Wealth Management



## EXAMINATION

### Level 1 Examination

**Examination Type** - MCQ's (Objective)

**Duration** - 2 Hours

**No. of Questions** - 55 Questions

**Passing Criterion** -

- ✓ 50% Passing Marks
- No Negative Marking

#### Examination Partners

All examination will be held at the center of Pearson Vue having 250 (approx) test centers across.

\*The candidate registered through Experience Pathway is exempted for Level 1 Examination

**Frequency of Examination** - Monthly  
**Level 2 Examination\***

**Examination Type** - MCQ's (Objective)

**Duration** - 3 Hours

**No. of Questions** - 85 Questions

**Passing Criterion** -

- ✓ 50% Passing Marks



# REGISTRATION PATHWAYS

- ✓ 12<sup>th</sup> pass, however certification will be provided on graduation.

## COMPULSORY PATHWAY

- ✓ NO Prior work Experience in Financial Services
- ✓ Candidate needs to appear for Level 1 & Level 2 examinations

## EXPERIENCE PATHWAY

- ✓ Minimum 3 years work experience in a Financial Services Related Field
- ✓



# STUDY AND LEARNING RESOURCES

CWM<sup>®</sup> is a Professional Qualification, candidates are given offline access to learning support materials and resources in addition to support through a variety of resources like Authorized Education Provider include:

- ✓ Online Trainer Support
- ✓ Webinars
- ✓ Access to CWM<sup>®</sup> Knowledge Bank
- ✓ Exemplary examination papers

## WHAT OUR CERTIFICANTS SAY...

### TESTIMONIAL



**Vineet Arora**  
Executive Vice President  
ICICI Securities Ltd

“To Promote Certification (CWM) in Wealth Management domain to provide suitable certification to those willing to make career in Wealth Management.”



**Rajan Pathak**  
EVP & National Head  
IFAN Finserve Pvt. Ltd.  
(Erstwhile ING Financial Services Pvt. Ltd.)

“ Indian regulator has taken the charge to make Indian financial market investor friendly. Advisor needs proper education on all wealth products. CWM will pay crucial role to develop the wealth managers who can understand investor's requirement and make the regulates dream true. Wealth management business houses need to upgrade their team to handle wealth management's requirement and requirement creates the huge employment opportunities. CWM is a win-win proposition for all stake holders, advisors, investors, manufactures, investment houses and industry.”







## WHO SHOULD PURSUE?

- ✓ People from Banks, NBFCs, Broking houses, Mutual Funds, Insurance and Distribution houses.
  - ✓ Suitable for all those with a finance background who wish to move into Wealth Management business
  - ✓ Product Heads and Managers who wish to learn or reinforce all the technical aspects of the business
  - ✓ Business Heads from Banks, Mutual Fund Houses, Distribution, Wealth Management, Family Office, Advisory firms
  - ✓ etc.
- Existing Relationship Managers in Wealth Management/Private Banking who wish to cement their knowledge and
- ✓ achieve a professionally recognized International certification
  - ✓ Independent Advisors who manage HNI clients and wish to enhance their technical skills



## CAREER AVENUES

<b>BANKING</b>	Priority / Premier Banking, Private Clients, Wealth Management, Investments, Liabilities, Financial Planning, Bancassurance, Product Management, Client Servicing, Operations
<b>WEALTH ADVISORY OUTFITS</b>	Wealth Management, Research, Relationship Managers, Portfolio Manager, Client Servicing
<b>ASSET MANAGEMENT COMPANY</b>	Institutional Channel Sales, Fund Management, Retail Sales, Investor Relationship, Marketing, Operations, Client Servicing
<b>BROKING</b>	Wealth Management, Equity Analyst, Research, Institutional Sales, Retail Sales, Sub-Broker Channel, Portfolio Manager, Operations
<b>INSURANCE COMPANIES</b>	Institutional Channel Sales, Managing Agent & Retail, Corporate Broking, Product Management, Operations, Client Servicing
<b>COMPREHENSIVE ADVISORY BUSINESS</b>	Practice as an Independent Financial Advisor, Small Outfits providing comprehensive Wealth Management

## Corporate Members



# BUILDING WEALTH MANAGERS OF TOMORROW

**AMERICAN ACADEMY OF FINANCIAL MANAGEMENT INDIA PRIVATE LIMITED**



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