



CPBM Syllabus

MODULE I - Introduction

The Indian Private Banking Landscape
Opportunities and Challenges
Overview of Global Services
The Business Models
Private Client Need Analysis
Best Practices
Private Banking Leaders
Talent Management

MODULE II - Investment Products

Fixed Income
Corporate Finance & Advisory
Real Estate & Property Investment / REITs
Equities
Exchange Traded Funds / Mutual Funds
Alternative Investments
Commodities

MODULE III - Alternative Investments

Private Equity
Commodities
Hedge Funds
Options & Structured Solutions
Derivatives - Foreign Exchange, Interest Rates & Credit
Case Study

MODULE IV - Investment Advisory

Financial Planning Basics
Alpha-Beta Separation in Portfolio Construction
Asset Allocation - Strategic versus Tactical
Security Selection and Investment Styles
The Process of Portfolio Management
Monitoring, Servicing and Communicating
Portfolio Measurement
Understanding Client's Needs & Risk Appetite
Behavioral Finance
Case Study on Portfolio Construction

MODULE V - International Wealth Planning

Wealth planning tools that help uncover a client's succession, asset protection and philanthropic needs and other financial needs and goals

Trust, Foundations & Other Tools

Estate Planning - Common and Complex Structures

International tax concepts for wealth planners

Case Study

MODULE VI - Family Governance

Understanding the multinational nature of the family

Ownership and family governance policies

Informing the younger generation regarding family wealth

Informal & formal family constitution

Leadership & decision-making process

Dispute resolution

MODULE VII- Family Office

Establishing a Family Office

Family Office Management

Family Office Operations

Family Office Investments

Family Offices & Technology

Family Office Governance

Indian Family Offices

MODULE VIII - Managing Successful Client Relationships

Framework for establishing rapport and techniques for enhancing trust with clients
Proven techniques for more effective negotiations, asking for referrals and advanced presentation skills

Developing an effective account plan

Strategies to managing the pipeline, identifying opportunities and expanding connections

Understanding the client segmentation

Adopting an entrepreneurial approach to building a client's book

How to leverage on internal resources to help your clients

What constitutes a good account review

How to perform ongoing due diligence

MODULE IX - Client Onboarding, Compliance, Risk and Crisis Management

Regulatory Framework

Fair Dealing Guidelines

Anti-Money Laundering

Industry Trends Impacting Wealth Management

Understanding Risk Families in Wealth Management

Understanding and Managing Client Risk & Exposure