Syllabus For Wealth Management Associate

Course Name	**Wealth Management Associate**
Course Code	**STC-BFI/2025/0507**
Level	**4**
Sector	**BFI**
Occupation	Wealth Management Associate
Job Description	A Wealth Management Associate will assist clients in achieving their financial goals through effective planning and the strategic management of their wealth. Leveraging expertise in financial products and regulatory compliance within the Indian market, they can suggest customized solutions in retirement planning, mutual funds and insurance. This role requires a combination of technical proficiency, ethical practices, and client-centric communication skills.
Course Duration	**420 Hours (T-80, P-160, OJT-120, ES-60)**
Trainees' Entry Qualification	Graduate in any Discipline
Trainers Qualification	MBA in Marketing/Finance with one year experience in Banking/ Financial Services/ Insurance/ Retail Assetmanagement OR BBA in Marketing/Finance with three years' experience in Banking/ Financial Services/ Insurance/ Retail Assetmanagement OR Graduate in any discipline with six years' experience in Banking/ Financial Services/ Insurance/ Retail Assetmanagement

Structure of Course:

ModuleNo.	Module name	Outcome	Compulsory/ Elective	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs) [Multiple of 30]
1	**Introduction**	Identify key financial services.	Compulsory	10	20	-	30
2	**Retirement Planning**	Prepare retirement plans using financial tools.	Compulsory	10	20	-	30
3	**Capital Market**	Compare key components of capital market.	Compulsory	30	60	-	90
4	**Insurance**	Describe benefits of Life & health insurances	Compulsory	20	40	-	60
5	**Tax planning**	Estimate tax and suitable ways to plan for tax	Compulsory	10	20	-	30
6	**OJT**	Work experience in real job situation	Compulsory	-	-	120	120
7	**Employability Skills**	As per guided curriculum	Compulsory	60	-	-	60
TOTAL				**140**	**160**	**120**	**420**

Detailed Syllabus:

Module 1: Introduction
Outcome: Identify key financial services.

Theory content:

- Describe the importance of wealth management.
- Differentiate wealth management from investment management.
- Outline scopes of financial management – estate planning, retirement planning, tax planning, investment management, accounting.
- Describe role of a Wealth Management Associate - Client profiling and financial goal setting.
- Fiduciary responsibilities of financial service provider.
- Describe communication methods with prospective and existing clients.
- Explain importance of building and maintaining long term relationship with customers.

Practical Content:

- Prepare chart showing scopes of financial management.
- Roleplay to demonstrate roles and responsibilities of Wealth Management Associate.
- Prepare client profile based on case study.
- Case study to set financial goals.
- Roleplay to communicate effectively with prospective and existing clients.
- Update register for post-sale services provided to clients.

Tool & Equipment: Sample client profiling forms, Case study booklets, Chart paper, markers, Client communication scenarios/templates, Register for post-sale services

Module 2: RetirementPlanning
Outcome: Prepare retirement plans using financial tools.
Theory content:

- Explain Interest rate, Inflation, TVM (Time Value of Money).
- Explain importance of retirement planning.
- Identify retirement goals based on age of retirement and desired retirement lifestyle.
- Estimate costs for housing, healthcare, travel at retirement.
- Identify potentialsources of income at retirement – pension, savings, asset, investments.
- Describe strategy to meet retirement goal by managing asset and risks.
- Explain importance of diversification.
- Describe govt. schemes for retirement planning – PPF, APY.

- Describe Post Office schemes for retirement planning – NSC, KVP, MIS.
- Name online tools for retirement planning.

Practical Content:

- Role-play for case studies on retirement planning.
- Perform basic numerical calculations based on TVM.
- Prepare Excel based templates for TVM.
- Use online tools for retirement planning.
- Prepare an estimated retirement plan with cashflows.

Tool & Equipment: Financial calculator, Excel-based TVM templates, Access to retirement planning online tools (like NPS calculator, retirement corpus estimator), Sample retirement plan sheets.

Module 3: Capital Market

Outcome: Compare key components of capital market.

Theory content:

- Explain the structure of capital market.
- Identify asset classes – equities, Cash, Fixed Income securities, Cash, Foreign Currencies, Real estate, Infrastructure, Cryptocurrency, marketable commodities.
- Compare asset classes based on advantages and disadvantages.
- Differentiate between trading and investment.
- Explain the basic concept of Mutual funds and related terms -NAV, AUM, SIP, SWP, AMC, Expense ratio, Exit Load
- Describe types of funds- Equity fund, Debt fund, Hybrid fund.
- Discuss various risks and return of Mutual Fund products.
- Differentiate between fundamental & technical analysis.
- Describe steps of fundamental analysis – Understand the business model, analyze financial statements, calculate financial ratios, asses growth potential, evaluate company's moat, Competitor Analysis, Assess Management Quality, Analyze Industry & Market Conditions, Valuation, Look at Dividends & Share Buybacks, Evaluate Risks.
- Explain Technical analysis based on candlestick patterns(Single Candlestick patterns, Multiple Candlestick patterns) and indicators(Moving Averages, Momentum Indicators, Pivots and Fibonacci Numbers); charting timeframes, Support & Resistance, Volume, Risk& Reward.

Practical Content:

- Prepare chart for asset allocation based on case study.
- Identify Mutual Fund schemes based on their potential risk adjusted returns.
- Read financial statements of a company.

- Perform case study based fundamental analysis.
- Interpret historical technical charts.

Tool & Equipment:,Sample Mutual Fund factsheets, Company financial statements, Fundamental & Technical analysis worksheets, Risk profile assessment templates

Module 4:Insurance
Outcome: Describe benefits of Life & healthinsurances.

Theory content:

- Explain the importance of insurance.
- Describe the role of IRDAI and their guidelines.
- Describe common types of insurance – Life, health, home, auto, travel.
- Outline concepts of premium, deductible, policy limits, terms and conditions.
- Estimate required cover for term insurance.
- Describe importance of insurance riders.
- Outline endowment scheme and fixed income category, ULIP.
- Differentiate between critical illness cover and medical insurance.
- Estimate required sum assured for health insurance.
- Describe the standard operating procedure to notify beneficiaries/nominees for insurance policies and process the claim of health insurance policies.

Practical Content:

- Choose insurance products for customers on case study basis.
- Fill sample forms for customers – new policy, policy renewal,kyc, change of address/ nominee/ frequency of premium, claim settlement.
- Collect documents as per policy checklists.
- Ensure issuance and delivery of policy documents to customers.
- Roleplay to handle clients in various scenarios – quote premium, explain terms & conditions, handle customer rejection, customer complaints.
- Update register – customer handled, policy sold, claims settled.

Tool & Equipment: Sample customer's profile, Sample of different insurance schemes, Sample strategic plan for the Customers.

Module 5: **Tax Planning**

Outcome: Estimate tax and suitable ways to plan for tax.

Theory content:

- Explain various types of tax – direct, indirect.
- Describe Income tax rules based on residential status, heads of income – Salary, Business, Capital Gain, House Property, Other Sources.

- Identify scopes of exemptions.
- Compare Old and New Tax Regime.
- Outlinetax slabs and tax calculations.
- Describe process of strategic tax planning for individuals.
- Explain ethics of tax consultation.

Practical Content:

- Calculate tax based on case study using offline and online tools.
- Demonstrate government portals for e-filing income tax.
- Prepare tax planning based on case study.
- Roleplay for tax planning for clients.

Tool & Equipment: Basic Stationary, digital devices as per the requirement,Tax regime comparison charts

Module 6: OJT

Outcome:Assessor will check report prepared for this component of training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)

Practical Content:
Assessor will check report prepared for this component of training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)

Module 7: Employability Skills (60 hours)

Key Learning Outcomes

Introduction to Employability Skills Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy Duration:5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

LearningOutcome–AssessmentCriteria

Module No.	Outcome	AssessmentCriteria
1	Identify key financial services.	(1.1) Identify scopes of financial management. (1.2) Roleplay Wealth Associate duties. (1.3) Create a client profile accurately based on case study details. (1.4) Set appropriate financial goals from given client scenarios. (1.5) Communicate with clients effectively. (1.6) Update post-sale service register.
2	Prepare retirement plans using financial tools.	(2.1) Explain key concepts like interest rate, inflation, and TVM. (2.2) Identify retirement goals based on lifestyle and age. (2.3) Estimate retirement expenses for housing, healthcare and travel. (2.4) List income sources such as pensions, savings and investments. (2.5) Use Excel and online tools to calculate retirement cashflows. (2.6) Prepare a basic retirement plan including income and expenses.
3	Compare key components of capital market.	(3.1) Explain the structure of capital market. (3.2) Compare asset classes based on risk, return and characteristics. (3.3) Differentiate between trading and investment strategies. (3.4) Identify mutual fund types. (3.5) Interpret key mutual fund terms. (3.6) Analyze a company's financials using fundamental analysis steps. (3.7) Interpret technical charts using patterns, indicators and market signals.
4	Describe benefits of Life & health insurances	(4.1) Explain basic insurance terms. (4.2) Select suitable insurance plans. (4.3) Fill policy-related forms. (4.4) Collect required documents. (4.5) Roleplay customer interactions. (4.6) Update customer and policy records.
5	Estimate tax and suitable ways to plan for tax	(5.1) Identify types of taxes. (5.2) Explain income tax rules and residential status impact. (5.3) Compare old and new tax regimes with slab

Module No.	Outcome	AssessmentCriteria
		differences. (5.4) Calculate tax liability using sample case studies. (5.5) Demonstrate use of online portals for e-filing returns. (5.6) Create a basic tax plan for an individual client scenario.
6	OJT	Assessor will check report prepared for this component of training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor for 60 Hours.)
7	Employability Skills	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Specification	Qty
1	Chart paper	A2 size, white, 100 GSM	As required
2	Markers		As required
3	Financial Calculator	Scientific calculator with TVM functions (e.g., Casio FC-200V or equivalent)	15 nos.
4	Computers / Laptops	With internet access, MS Excel, and browser	15 nos.
5	Excel-based TVM Templates	Pre-designed retirement/TVM templates	As required.
6	Internet Connectivity		As required
7	Sample Client Profiling Forms		As required
8	Case Study Booklets		As required
9	Sample Retirement Plan Sheets		As required
10	Risk Profile Assessment Templates		As required
11	Mutual Fund Factsheets		As required
12	Company Financial Statements	Sample P&L and balance sheets	As required
13	Sample Insurance Forms	New policy, renewal, KYC, nominee change, claim, etc.	As required
14	Sample Insurance Scheme Documents	Term, Endowment, ULIP, Critical Illness policies	As required
15	Sample Strategic Plans for Customers		As required
16	Post-Sale Service Registers		5 nos.
17	Client Communication Scenarios/Templates		As required
18	Tax Regime Comparison Charts		5 nos.
19	Basic Stationery (Pens, Notebooks, Folders, etc.)		As required
20	Projector & Screen		1 no.
21	Whiteboard		1 no.

Marks Distribution

Outcome	Outcome Code	Type	Total Th marks	Total Pr marks	Total OJT marks
Identify key financial services.	BFI/0507/OC1	Compulsory	20	110	0
Prepare retirement plans using financial tools.	BFI/0507/OC2	Compulsory	20	110	0
Compare key components of capital market.	BFI/0507/OC3	Compulsory	50	170	0
Describe benefits of Life & health insurances	BFI/0507/OC4	Compulsory	40	150	0
Estimate tax and suitable ways to plan for tax	BFI/0507/OC5	Compulsory	20	110	0
Work in real job situation with emphasis on basic safety and hazards	BFI/0507/OC6	Compulsory	0	0	150
Employability Skill-60 Hrs	DGT/VSQ/N0102	Compulsory	50	0	0
Total Marks 1000 **Theory 200 including ES** **Practical 800 including OJT**					