

## Course Objectives

- Ensure that the people have a sound understanding of wealth management business
- Appreciate the need for returns objectives of the clients
- Understand various functional processes and their interactions in the wealth management space

## Pre-Requisites

- People must have understanding of various asset classes – FI, Equities, Derivatives and their characteristics
- Understanding of various players in the marketplace and their roles
- Understanding of trade flow is handy

## Course Outline

- Overview
  - Return Objectives of Clients
  - Capital Preservation, Growth of Capital, Total Rate of Return
  - KYC
  - AML
- Business Process
  - Client Prospecting
  - Client Presentation
  - Client Acquisition & Account Opening
  - Portfolio Management
  - Client Reporting
  - Portfolio Closure
- Overview of Performance Analysis
  - Asset allocation decision
  - Overview of Performance Analysis
  - Quantitative methods for performance analysis
  - Various Tools which help to grade performance
- Portfolio Reporting
  - Why is it needed?

- What kind of reports need to be generated? Most commonly needed reports
  - When or how frequently should this be done?
  
- SMAs and UMAs
  - SMAs and UMAs Overview – Emerging thrust areas
  - SMAs in detail - Challenges and Opportunities
  - UMAs in detail - Challenges and Opportunities
  
- Portfolio Management
  - Asset Allocation Decision
  - Risk, Return, Covariance
  - Standard Deviation as the most common measure of risk
  - Required Rate of Return and factors influencing it
  - Utility Curves and their Analysis
  - CAPM, Markovitz Theory
  - Concept of Diversification
  - Efficient Portfolios and Efficient Frontiers
  - Capital market Line
  - Risk Attribution
  - Return Attribution
  
- Regulations and Taxations
  - PWM Implications for Taxation and Accounting
  - Why regulators are needed – who they protect?
  - How do they protect?
  - Economics of Regulations
  
- IT Landscape and Key Products
  - OMS
  - Wealth Management Systems
  - Compliance Systems
  - Workflow engines
  - Rules Engines