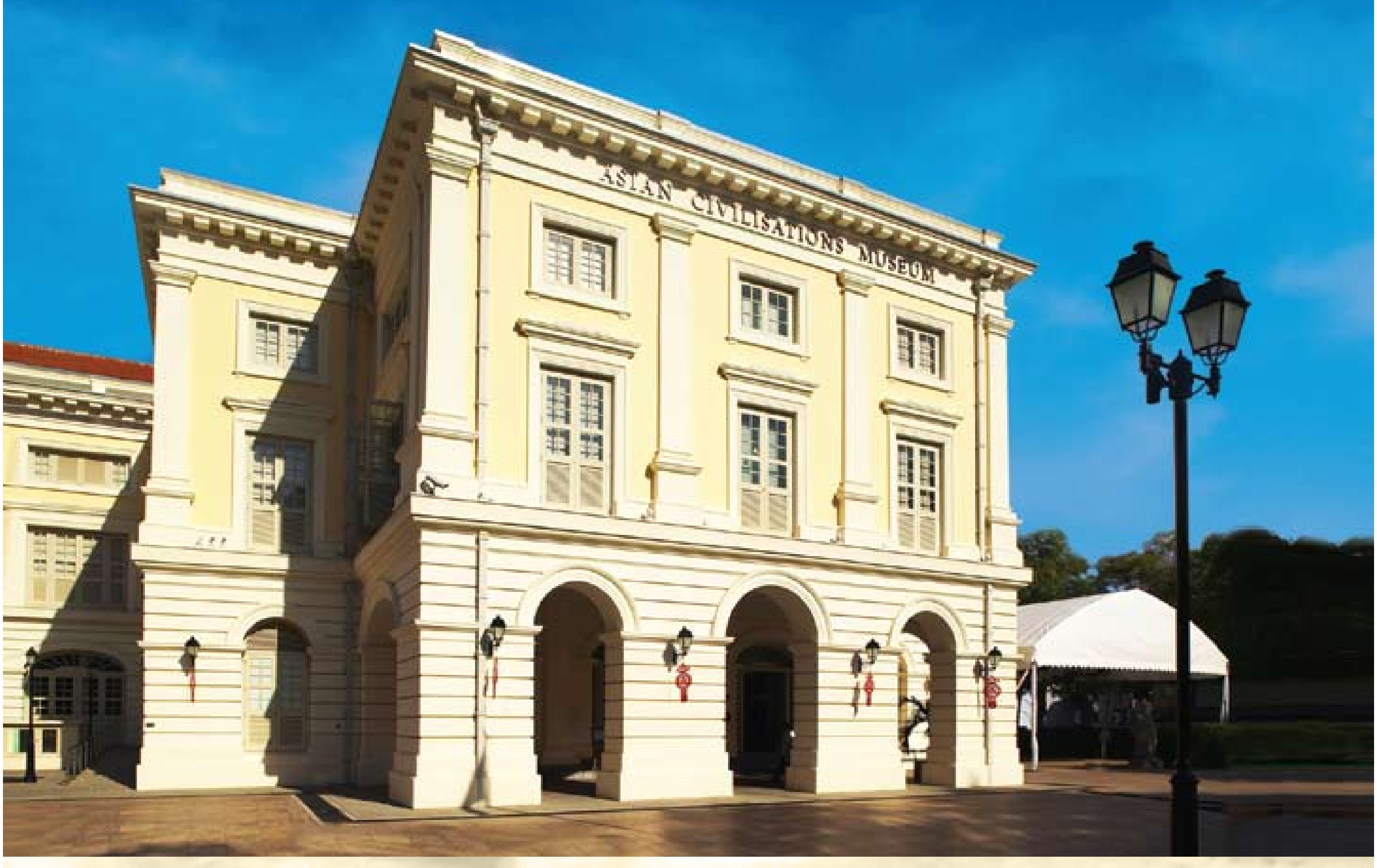
Wealth Management Institute®

WMI CERTIFICATE IN PRIVATE BANKING



The WMI Certificate in Private Banking is a unique certificate programme designed for individuals who are keen to pursue a career in private banking. WMI worked with a distinguished panel of advisors, comprising of respected academics and leading private bankers, to shape and create this special programme.

The curriculum covers the technical aspects as well as the sales, relationship and advisory aspects of the private banking business. With this 2-pronged approach, and a curriculum that is geared towards practical applications, the WMI certificate programme provides a comprehensive induction to the private banking business.

The programme has received the Financial Industry Competency Standards (FICS) accreditation from the Institute of Banking and Finance (IBF) in the area of Wealth Management: Relationship Management – High Net Worth (Job Role IV).

PROGRAMME STRUCTURE AND CURRICULUM

The WMI Certificate in Private Banking programme spans 2 months. More than 40% of the modules are for the training of Sales, Relationship and Advisory Skills, an important and integral part of the private banking business.

Course work and concepts, where relevant, will be presented as solutions to clients' needs, in line with the programme's focus on meeting clients' needs as trusted advisors.

TECHNICAL SKILLS

1 OVERVIEW OF THE PRIVATE BANKING BUSINESS

This covers the industry overview and trends in the private banking business, compliance and regulation, and an appreciation of the macroeconomic impact on the business.

2 CORPORATE FINANCE

This covers the fundamental concepts in corporate finance, trends and developments, the rationale, processes and the players' roles in capital market activities.

3 EQUITIES

This gives an overview of equities, and covers the various valuation models, interpretation of financial ratios and understanding how the equities markets work.

4 FIXED INCOME

This gives an overview of fixed income, and covers concepts like duration, as well as pricing of bonds.

5 FOREIGN EXCHANGE & MONEY MARKET

This covers the workings of the foreign exchange and money markets, the mechanics, the pricing conventions and methodology used in these markets, and how the products are used in the structuring of the client's portfolio.

6 DERIVATIVES & STRUCTURED PRODUCTS

This covers the commonly traded derivatives and their applications, the jargon, the risks involved, the due diligence and performance measurement involved.

7 PRIVATE EQUITY

This covers current market conditions, investment strategies and performance measurement.

8 REAL ESTATE & REITS

This covers current market conditions, valuation factors, trends in the real estate market and real estate investment trusts.

9 HEDGE FUNDS

This covers the fundamentals and strategies of hedge funds, and their risk and return characteristics.

10 TRUST, TAX & ESTATE PLANNING

This covers the broad overview of trusts and estate planning, the various structures available and international trust locations.

11 INSURANCE

This covers the overview of how insurance is used in the high net worth market.

12 ETHICS

This covers the legal, ethical and regulatory issues affecting financial advisors.

13 INVESTMENT PROCESS

This covers the key concepts underlying the investment process, namely portfolio theory and management.

14 CREDIT AND RISK MANAGEMENT

This covers the overview of credit and risk management for private banking clients.

15 WEALTH PLANNING, PRESERVATION & ENHANCEMENT

In this session, participants combine theory with practice to devise strategies that would best serve the differing needs of high net worth individuals.

SALES AND RELATIONSHIP SKILLS

16 THE PSYCHOLOGY OF BEING A TRUSTED ADVISOR

This session is for participants to better understand themselves and their own natural styles of dealing with their clients, through the use of DISC Personality Assessment. Participants will also be taught how to identify their prospective clients' preferred approach through a technique called Client Style Analysis.

17 EFFECTIVE NETWORKING AND ASKING FOR REFERRALS

This session teaches participants the importance and techniques of effective networking and asking for referrals.

18 CLIENT RELATIONSHIP MANAGEMENT

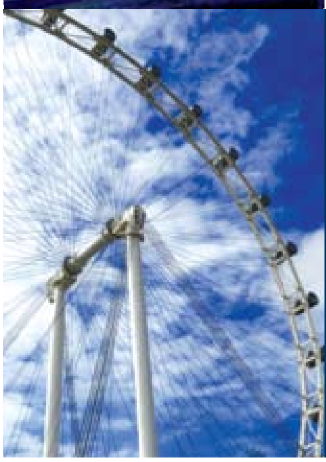
This session provides participants with the skills to acquire, maintain and deepen relationships with clients.

19 CONSULTATIVE SELLING

This session is for participants to develop effective communication skills and to understand the techniques in questioning and listening. It also trains participants in critical skills in sales, negotiation, influencing, persuasion and closing.

20 LOOK THE PART, TALK THE TALK

This session highlights the importance of projecting a professional image, understanding social etiquette and protocol, and communicating and networking in culturally diverse client environments.



COURSE ASSESSMENT

Participants will be assessed on their proficiency in the topics taught, through individual or group assignments and tests.

Participants who have successfully completed the programme and pass all the assessments are:

- awarded the "WMI Certificate in Private Banking" Certificate
- awarded Statements of Attainment (SOAs) issued by IBF
- exempted from the Module 6 of the Capital Markets and Financial Advisory Services (CMFAS) examinations

WHO SHOULD APPLY

The WMI Certificate in Private Banking is both a broad-based and specialized programme designed for individuals who are keen to pursue a career in private banking.

Participants who are from other areas of banking will benefit from the curriculum's focus on the practical aspects relating to private banking.

Participants from areas outside banking will benefit from the immersion and will gain an appreciation of the products and the skills required to succeed as Relationship Managers in private banking.

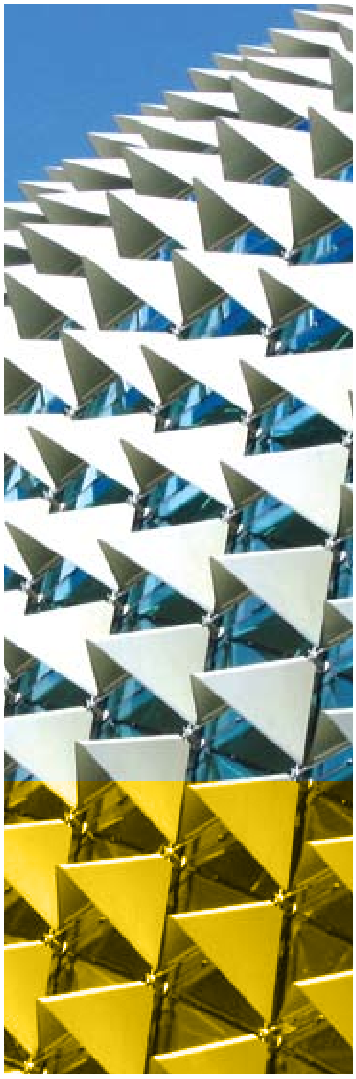
ADMISSION CRITERIA

- Applicants must possess any of the following qualifications: diploma, degree, professional qualifications or specialist skills.

- Preference is given to applicants who:
  - are already working within the financial industry, and who would like to move into private banking
  - have passed the relevant modules of CMFAS examinations.

HOW TO APPLY

Submit your application form together with all the required documents to the Wealth Management Institute. Please refer to our website www.wmi.com.sg for the submission dates. Shortlisted candidates may be invited for interviews.



FINANCIAL INDUSTRY COMPETENCY STANDARDS

The Wealth Management Institute is appointed as a Lead Provider of accredited training & assessment programmes under the Financial Industry Competency Standards for Relationship Management (High Net Worth) and Investment Advisory.

Wealth Management Institute Pte Ltd

(Regn. No. 200303588Z)

60B Orchard Road
#06-18 Tower 2
The Atrium@Orchard
Singapore 238891

Tel : (65) 6828 6988
Fax : (65) 6821 1155
E-mail : exec.devt@wmi.com.sg
Website : www.wmi.com.sg

Picture of Asian Civilisation Museum courtesy of National Heritage Board