

Model Curriculum

Mutual Fund Agent

SECTOR: BFSI
SUB-SECTOR: FUND INVESTMENT & SERVICES
OCCUPATION: INDEPENDENT AGENCY
BSC/Q3802, Version No. 1.0
REF ID:
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

BFSI SECTOR SKILLS COUNCIL OF INDIA

for the

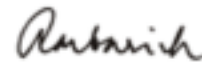
MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack: **'Mutual Fund Agent'** QP No. **'BSC/Q3802 NSQF Level 4'**

Date of Issuance: **April, 2018**

Valid up to: **April, 2020**

* Valid up to the next review date of the Qualification Pack



Authorised Signatory
(Construction Skill Development Council)

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Mutual Fund Agent

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Mutual Fund Agent”, in the “BFSI” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Mutual Fund Agent		
Qualification Pack Name & Reference ID. ID	BSC/Q3802		
Version No.	1.0	Version Update Date	27-11-2018
Pre-requisites to Training	STD. XII		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Educate clients about various Mutual Fund products • Conduct research on mutual fund market and advise the customers on the same • Calculate dividends and other payments receivable to customer • Assist Investor in filling in the required forms and obtaining necessary documents for processing the purchase or sale • Build and maintain long-term relationships with customers • Conduct a risk profiling of prospective customer • Provide post-sale/purchase customer services • Understand work output requirements, targets • Refrain from indulging in unfair trade and/or corrupt practices • Maintain records meticulously as per company’s policy • Support team members to accomplish goals • Update MIS with daily / weekly status reports 		

This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Mutual Fund Agent” Qualification Pack issued by “BFSI Sector Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	<p>Basic Financial Arithmetic Theory Duration: (hh:mm) 10:00 Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code N3805</p>	<ul style="list-style-type: none"> • Calculate percentages • Calculate Simple Interest and Compound Interest • Calculate Rates of Return • Calculate Present Value of a sum receivable in future • Calculate Future Value of amount available today given a current rate of interest • Calculate Future value using monthly compounding; quarterly compounding; half yearly compounding and annual 	

	<p>environment</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code N3805</p>	<p>and Asset Management Company (AMC) and related regulations</p> <ul style="list-style-type: none"> • Summarise the fund running expenses • Understand the pricing of transactions in a Mutual Fund • Know about key accounting and reporting requirements • Be acquainted with the valuation process carried out by mutual funds • Familiarise with applicability of various taxes to the Mutual Fund • Understand the process of setting off of gains and losses under Income Tax Act • Understand the role of other fund constituents and related regulations • Understand the role of regulators in India • Summarise the role and functions of SEBI in regulating mutual funds • Understand the role and functions of AMFI and their Code of Ethics • Identify Investment restrictions and related regulations • Know an Investors rights and obligations • Understand the concept of Total Expense Ratio (TER) • Learn to read a Consolidated Account Statement 	
4.	<p>Offer Document</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 5:00</p> <p>Corresponding NOS Code N3805</p>	<ul style="list-style-type: none"> • Know the regulations with respect to offer document for NFO • Learn about the Process of NFO and steps involved in marketing an NFO • Interpret the objectives of information disclosure in an offer document • Understand the objectives and contents of the Statement of Additional Information (SAI) and related regulations • Apprehend the objectives and contents of the Scheme Information Document (SID) and related regulations • Comprehend the Key Information Memorandum (KIM) and related regulations 	
5.	<p>Fund Distribution and Sales Practices</p> <p>Theory Duration (hh:mm) 5:00</p> <p>Practical Duration (hh:mm) 5:00</p> <p>Corresponding NOS Code</p>	<ul style="list-style-type: none"> • Know the pre-requisites to become a mutual fund distributor • Learn about the key elements of agreement between distributor and a mutual fund • Illustrate the sales practices and commission structure • Evaluate types of commissions and transaction charges • Enumerate the Code of Conduct specified by AMFI 	

	N3805	<ul style="list-style-type: none"> Understand the process for KYD 	
6.	<p>Conduct research on mutual fund market</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code N3805</p>	<ul style="list-style-type: none"> Conduct research on mutual fund market Analyse features of top funds and factors influencing them Regularly update oneself on changes products and processes Develop basic profile of target customers according to research conducted 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)
7.	<p>Market and sell mutual funds</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N3806</p>	<ul style="list-style-type: none"> Approach prospective customers for sales Serve new customers who approach organization for purchasing mutual funds Inform the investor on the various schemes and products Use market analysis conducted to share market trends and insights into the mutual fund market Assess prospective customer's needs and financial requirements Map the prospective customer's goals to appropriate mutual fund schemes available Conduct a risk profiling of prospective customer Calculate dividends and other payments receivable to customer Provide customer with brochures and documents about various mf products Explain the terms and conditions of the mutual fund to customers 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)
8.	<p>Soft skills required to sell Mutual Funds</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code N3806</p>	<ul style="list-style-type: none"> Interpret the sales process consisting of Planning, Execution, Monitoring and Review Understand how to create a database Learn the process of cold calling Learn how to generate leads Discover the process and advantages of prioritizing Leads Visualise how to obtain appointments Understand the process of meeting the customer Discover the process of narrowing down upon the need of the customer. Learn how to offering the right solution and close the call Look at the grooming standards & Etiquettes to be followed 	
9.	<p>Assist with purchase of mutual funds</p>	<ul style="list-style-type: none"> Assist Investor in completing the formalities for purchase of Mutual Funds 	White board, Marker, Overhead projector, Laptop,

	<p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N3807</p>	<ul style="list-style-type: none"> • Explain the KYC requirements & and concept of Demat Account • Explain the payment process and accepted payment methods to the customer • Complete all the formalities in purchase process by taking requisite documents and payments • Assist the investor and resolve any issue in the case of rejection of payment • Explain types of Investment options - dividend, growth and dividend re-investment • Learn the processes related to redemptions by investors • Learn about other investor services and facilities like statement of account and pledge of Mutual Fund • Prepare reports on number mutual funds sold and submit to competent authority • Plan periodic follow-up sessions with customer if required • Help in Transfer of units and Nomination 	<p>Internet access, Game card (snake & ladder)</p>
10.	<p>Perform mutual fund after-sales activities</p> <p>Theory Duration (hh:mm) 5:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code N3808</p>	<ul style="list-style-type: none"> • Build and maintain long-term relationships with customers • Plan and execute regular follow-up visits with customer to periodically review customers financial goals • Respond to any customer queries or clarifications regarding the performance of the mutual fund • Provide post-sale customer services • Assist customers with managing their risk with respect to the funds • Cancellation of mutual fund request by customer 	<p>White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)</p>
11.	<p>Communicate Effectively And Achieve Customer Satisfaction</p> <p>Theory Duration (hh:mm) 5:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N9902</p>	<ul style="list-style-type: none"> • Listen attentively and paraphrase effectively in order to understand the customer • Be sensitive to: language, gender, cultural and social differences in addressing customers, superiors and colleagues • Maintain: positive attitude, correct body language, dress code, gestures and etiquette • Understand work output requirements, and receive feedback with positive attitude • Cooperate, coordinate, and collaborate to achieve shared goals • Address problems by educating, eliminating or escalating • Aim to gain customer loyalty and satisfaction 	<p>White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)</p>

