

EXAMINATION SYLLABUS:

1. Understand what is Financial Planning:
 - Discuss comprehensive financial planning and team-based financial planning.
 - Discuss how the financial planning process impacts financial adviser recommendations.
 - Discuss the importance of building a strong financial planning team.
 - Understand the importance of proper grooming and effective communication in the process of building rapport and winning the client's trust.
 - Understand the strengths and limitations of written case studies.
 - Distinguish between personal and business planning.
 - Apply time-value-of- money calculations.
2. Utilise the Financial Planning 6-Step process:
 - Establish And Define The Client-Representative Relationship.
 - Gather Relevant Personal And Financial Data And Goals.
 - Analyse And Evaluate The Data.
 - Develop And Present Recommendations.
 - Implement Recommendations.
 - Monitor And Review With Client Periodically.
3. Formulate and present a financial plan based on client's financial needs, affordability and risk profile:
 - Relevant techniques, principles and strategies to create a financial plan had been applied and explained to the client, including how the various forms of risk may apply to the client.
 - Understand applicable rules and regulations, including those of professional bodies.
 - Evaluate the appropriate client information, data, risk profile, assumptions and other factors.
 - Highlight the errors / discrepancies from the client information, data, assumptions and other factors and apply questioning technique to rectify the errors / discrepancies.
 - Understand the importance to document any changes made and obtain agreement with client on these changes.
 - Able to work with the client's other professional advisors (where applicable).
 - Analyse the client's situation or gaps and address such situation or gaps with various options
 - Explain the respective pros and cons of the various options.
 - Formulate a financial plan and make suitable recommendations (including cash and credit management, education, risk management and insurance, investment, retirement, tax, estate and business planning).
 - Present the financial plan.
 - Explain and support the recommendations, risks or limitations in the financial plan.
 - Explain and evaluate alternative strategies and determine how they affect the overall financial plan.
 - Explain technical terms, disclosures, features and benefits of recommendations and how they affect the overall financial plan in a manner the client understands.
 - Explain to the client on the implementation process, the on-going servicing/review process by the financial planner.
 - Explain and evaluate the different remuneration available and how they may suit the various services required by the client (where applicable).
 - Apply appropriate negotiation techniques to handle client's objections.
 - Apply appropriate closing techniques to obtain commitment from the client.
 - Highlight to the client on the period between reviews and the monitoring criteria used for the review session.
 - Identify and possess knowledge on the monitoring criteria, not limiting to; frequency of review, maturing plans ,how client's investments have performed, changes in relation to clients circumstances, views, needs, tax or legislative changes, economic or political changes etc.
 - Highlight to the client on the need for impromptu review sessions due to changes in the monitoring criteria.

4. Analyse and evaluate the following case studies based on different client's profile:
 - Younger client.
 - Self-Employed Professional.
 - Officer of a large organisation.
 - Surviving Spouse.
 - Elderly client.
 - Business Owner.
 - High Net Worth.

5. Discuss about ethics in the financial services industry:
 - Distinguish between compliance and ethics.
 - Define moral relativism and understand the objectives tied to it.
 - Understand the different modes of information processing and explain why each is important in making a good decision.
 - Identify the different stakeholders in the financial services industry.
 - Know how to prioritise the interests of relevant stakeholders.
 - State and understand the different unethical practices that have lowered the general public's confidence in the financial services industry.
 - Understand the concept of organisation culture and why it is important.
 - Know the components of "formal" and "informal" culture systems.
 - Identify signs of a "bad" ethical culture.
 - Define ethical leadership and its effects on followers.

6. Understand the principles and consequences of making an ethical decision:
 - Understand ethics and its importance.
 - Distinguish the different categories of information which pose threats to make a good decision.
 - Understand the eight-step model of ethical decision making.
 - Identify the major principles of ethics.
 - Interpret the questions to assist in making an ethical decision.
 - Understand the role of morality as a financial services professional.
 - Explain the ethical obligations of a financial services professional.
 - Analyse the long and short-term consequences to an ethical decision.

7. Obstacles to Ethical Decision Making
 - Identify the obstacles to ethical decision making.
 - Understand the characteristics of the vicious character and moral perception.
 - Define moral perception and morally salient facts.
 - Recognise the ways in which moral perception can be distorted.
 - Distinguish how the person who gives in to temptation differs from the morally vicious character or the person who lacks moral perception.

8. Discuss what a financial services professional is and the financial services industry's professional codes:
 - Identify the characteristics of a professional.
 - Describe how the practice of financial services meets each of the basic requirements for being considered a profession.
 - List the expectations client has of a professional.
 - List and describe the responsibilities of the financial services professional.
 - Identify relevant and practical steps that a financial services professional can take in order to avoid legal liability.
 - Identify the common themes in the codes of ethics applicable to the financial services professional.

9. Illustrate fair dealing and suitability in financial products marketing:
 - Understand the importance of ethical marketing practices.
 - Explain what constitutes fair dealing.
 - Explain how risk relates to the client.
 - Identify the factors that a prospective investor should consider before investing.
 - List and explain the different types of risk.
 - Explain the concept of risk tolerance and risk tolerance assessment techniques.
 - Describe the different categories of investments.
 - Identify the characteristics of investment diversification within the context of risk management.

10. Understand the process of ethical sales and full disclosure in marketing financial products:
 - List the steps involved in the ethical sales process and the three ethical pitfalls within the marketing process.
 - Explain the importance of disclosure.
 - Explain the five models of disclosure.

11. Analyse the current ethical issues in the financial services industry:
 - Understand the proper use of computer-generated illustrations within the sales process.
 - Describe what constitutes a replacement.
 - Understand the presence of the various conflicts of interest in the financial services industry.
 - Identify ethical challenges when working with elderly clients.
 - Understand the various arguments on the wide distribution of fixed annuities.
 - Describe the functions and ethical challenges of different forms of compensation models.