



## Post Graduate Diploma in Financial Advising

### Rules & Syllabus 2010

**The PGDFA course has been introduced, with technical support from the Securities Institute, Australia, a pioneer in the area of financial counseling and advising, to create a cadre of financial advisors in the financial sector with the following objectives:**

#### OBJECTIVE

This course covers the entire spectrum of financial services / products from banking, insurance, pension fund, mutual fund, derivatives, debt market to micro credit. This comprehensive course aims as under:

- (i) To create a cadre of competent practitioners of financial advisors/ counselors in the country.
- (ii) To provide candidates with competencies required to act as an Independent Financial Advisor.
- (iii) To enable candidates to possess the needed skills and knowledge to understand clients needs, attitudes and fears.
- (iv) To enable candidates to design appropriate finance planning strategies suitable to individual clients.
- (v) To enable candidates to meet the clients wealth creation and wealth protection needs.
- (vi) To enable candidates to attain high ethical and professional standards.

#### FOR WHOM

- (i) Bank Employees
- (ii) Insurance Professionals
- (iii) People intending to be Financial Counselors / Advisors / Planners

#### PGDFA LINKED CFP<sup>CM</sup> PROGRAMME

##### **Financial Planning Standards Board of India (FPSB - India)**

FPSB - India is the licensing authority for "Certified Financial Planner(CFP)" certification in the country. FPSB - India has developed educational, ethical and disciplinary standards for financial planners in India and has been duly authorized to use the mark viz. Certified Financial Planner (CFP), by FPSB - USA in connection with services

related to the financial planning and the certification of financial planning practitioners.

## COLLABORATION BETWEEN IIBF AND FPSB-INDIA

IIBF and FPSB - India have entered into collaboration for creation of an enabling environment for making available world class financial planning education in the country. As per the arrangement, candidates who have successfully attained the PGDFA qualification from IIBF will be eligible to appear for one final paper of FPSB - India viz. Financial Plan Construction. On successful passing of this paper, FPSB - India will reckon that candidate has met the CFP certification requirements. He / She then, subjected to other criteria such as experience is awarded a CERTIFIED FINANCIAL PLANNER License. In short, to become certified, candidates is required to meet four initial certification requirements viz. Education, Examination, Experience and Ethics.

For more details visit [www.iibf.org.in](http://www.iibf.org.in), [www.fpsbindia.org](http://www.fpsbindia.org)

## SUBJECTS OF EXAMINATION

- (1) Introduction to Financial Planning
- (2) Managing and Marketing of Financial Services
- (3) Securities, Markets and Products
- (4) Insurance Products (including Pension Products)
- (5) Mutual Funds - Products and Services
- (6) Banking Products and Services

## EXAMINATION FEES/REGISTRATION FEES

	For Members	For Non-Members
Four attempts	Rs. 10000/-	@Rs.13000/-

@Includes registration fee of Rs. 500/-

## MEDIUM OF EXAMINATION

Examination will be conducted in **English** only.

## PATTERN OF EXAMINATION

- (i) Each Question Paper will contain approximately 120 objective type multiple choice questions.
- (ii) Information about mode of examination (online / offline) and list of Examination Centre will be provided along with Examination Application Form.

## DURATION OF EXAMINATION

The duration of the examination will be of two hours.

## PERIODICITY AND EXAMINATION CENTRES

- (i) The examination will be conducted normally twice a year in May/ June and November/ December.
- (ii) Examination **will be conducted on three consecutive Sundays** (two papers on each Sunday).

## PASSING CRITERIA

- (i) Pass : Minimum marks for pass in every subject - 50 out of 100 marks.
- (ii) **Candidate securing at least 45 marks in each subject with an aggregate of 50% marks in all subjects of examination in a single attempt will also be declared as having completed the Examination.**
- (iii) Candidates will be allowed to retain credits for the subject/s they have passed in one attempt till the expiry of the time limit for passing the examination as mentioned below:

## TIME LIMIT FOR PASSING THE EXAMINATION

- (i) Candidates will be required to pass the examination within a time limit of 2 years (i.e. 4 consecutive attempts).
- (ii) Candidates not able to pass examination within the stipulated time period of 2 years are required to re-enroll themselves afresh by submitting a fresh Examination Application Form. Such candidates will not be granted credit/s for subject/s passed, if any, earlier.
- (iii) Attempts will be counted from the date of application irrespective of whether a candidate appears at any examination or otherwise.

## “CLASS OF PASS” CRITERIA

- 1) The Institute will consider the **FIRST PHYSICAL ATTEMPT** of the candidate at the examination as first attempt for awarding class. In other words, the candidate should not have attempted any of the subject/s pertaining to the concerned examination any time in the past and has to pass all the subjects as per the passing criteria and secure prescribed marks for awarding class. Candidate re-enrolling for the examination after exhausting all permissible attempts as per the time limit rule will not be considered for awarding class.
- 2) First Class : 60% or more marks in aggregate and pass in all the subjects in the **FIRST PHYSICAL ATTEMPT**.

- 3) First Class with Distinction : 75% or more marks in any individual subject and 60% or more marks in the aggregate and pass in all subjects in the FIRST PHYSICAL ATTEMPT.

## PROCEDURE FOR APPLYING FOR EXAMINATION

Examination Application Forms will be available at the Institute's website [www.iibf.org.in](http://www.iibf.org.in) which could be downloaded and filled in. The Application Forms will also be available at the Institute's Zonal Offices, Corporate Office and also at such other centres / offices as may be notified from time to time. Examination Application Forms duly filled in (for the detailed instructions refer the Examination Application Form) along with requisite examination fee should be submitted to the respective Zonal Office at Mumbai, Chennai, New Delhi, Kolkata. The Institute accepts no responsibility for delay or inconvenience arising from the candidate's failure to reach the Examination Application Form in time or if the form is incomplete or failure to furnish all the essential information about himself / herself and the details of his/her examination.

## STUDY MATERIAL

The Institute has published study books to facilitate study and they will be available at outlets/showrooms/distributors of M/s. Taxmann Publication Pvt. Ltd.

The price of each book and detailed list of outlets is mentioned below.

Candidates may purchase directly from outlets / showrooms / distributors of the above.

Candidates who purchase books directly from outlets of publishers will be offered discount of 20% on the cost price of the book. Candidates desirous of purchasing books by post will not be offered any discount. However, the postage will be borne by publishers. Candidates would be required to send their indent to publishers' outlet along with a Demand Draft for the cost of book/s. The Demand Draft should be drawn in favour of M/s. Taxmann Publication Pvt. Ltd. **(No cheques will be accepted). Candidates are requested not to send any request for the purchase of books to the Institute's Zonal Offices / Corporate Office.**

Name of the Book	Price
Introduction to Financial Planning, 2nd edn., 2007	Rs.510/-
Managing and Marketing Financial Services, 2nd edn., 2007	Rs.280/-
Securities Market and Products, 2nd edn., 2007	Rs.425/-
Insurance Products (including Pension Products), 2nd edn., 2007	Rs.225/-
Mutual Funds (Products & Services), 2nd edn., 2007	Rs.170/-
Banking Products & Services, 2nd edn., 2007	Rs.120/-

## ADDRESSES OF TAXMANN PUBLICATION PVT. LTD.

### **Jaina Book Agency**

649-A, Girgaum Road, Dhobi Talao,  
Mumbai - 400 002  
Tel. : 22012143, 22018485

### **Asia Law House**

Shop No. 10, Aiyangar Plaza,  
Between UTI & Central Bank  
Bank Street Kothi,  
Hyderabad - 500 095  
Tel. : 24742324

### **Standard Book Distributors**

104, Labh Complex, 12-B,  
Sattar Taluka Society,  
Opp.Old High Court Rd.,  
Ahmedabad - 380 014  
Tel. : 7540731,7540732

### **Student Book Centre**

527, Kalbadevi Road,  
Opp. Edward Cinema,  
Mumbai - 400 002  
Tel. : 22050510, 22080668

### **Commercial House**

149, Rajendra Market,  
Opp. Tis Hazari Court, Delhi - 110 054  
Tel. : 23947862, 23947863

### **Book Corporation**

4, R. N. Mukherjee Road,  
Kolkata - 700 001  
Tel. : 22101089, 22206669, 31000405

### **Student Agencies (I) Pvt. Ltd.**

102, Konark Shram,  
Behind Everest Building,  
156, Tardeo Road, Mumbai - 400 034  
Tel. : 2351334-37

### **C. Sitaraman & Co.,**

37, Royapettah High Road.,  
Chennai-600 014  
Tel. : 28111516, 28117069, 28113950

### **Law Point**

6C, R. N. Mukherjee Road,  
Opp. Birla Building, Stephen House,  
Kolkata - 700 011  
Tel. : 22101821

### **Krishna Law House**

35-36, Gokhale Market,  
Opp. Tis Hazari Court, Delhi - 110 054  
Tel. : 23969866, 23919317

### **Book Corporation**

108, Nandan Complex,  
Near Mithkhali Rly. Crossing, Mithakhali,  
Ahmedabad - 380006  
Tel. : 6465385

### **Puliani & Puliani**

Ground Floor, Sujatha Complex,  
1st Cross Gandhinagar,  
Bangalore - 560 009  
Tel. : 2265500, 2254052

### **Modern Law House**

1/1, A. D. A. Flat,  
(Near Bishop Johnson School),  
M. G. Marg, Allahabad - 211001  
Tel. : 2560700, 2560616

### **Arora Law Agency**

Shivala Road, Hussainpura, Amritsar - 143 001  
Tel. : 2584548

### **Commercial Book House**

LG-2, 23, Aakarshan Bhawan,  
Anasari Road, Darya Ganj,  
New Delhi - 110 002  
Tel. : 23267860

### **M/s. Taxmann Publication Pvt. Ltd.**

35, Bodke Building, M.G. Road,  
Opp. Mulund Railway Station,  
Mulund (West), Mumbai - 400 080  
Tel. : 022-25934807/32516684/25644807  
E-mail: nileshbhanushali@taxmann.com

### **M/s. Taxmann Publication Pvt. Ltd.**

59/32, New Rohtak Road, New Delhi - 110 005  
Tel. : 011-45562222  
E-mail: sales@taxmann.com

### **M/s. Taxmann Publication Pvt. Ltd.**

7, Abhinav Arcade, Ground Floor,  
Nr. Bank of Baroda, Pritam Nagar,  
Paldi, Ahmedabad - 380 007  
Cell : 9909984900  
E-mail: bdurgaprasad@taxmann.com

## 2.5 TUTORIAL/CONTACT PROGRAMMES

Tutorial / Contact programmes will be organized by the Institute / accredited Institutions. For further details candidates may get in touch with Zonal Office or log on to the Institute's website [www.iibf.org.in](http://www.iibf.org.in).

## SYLLABUS

The details of the prescribed syllabus which is indicative are furnished in the booklet. However, keeping in view of the professional nature of examinations, all matters falling within the realm of the subject concerned will have to be studied by the candidate as questions can be asked on all relevant matters under the subject. Candidates appearing for the Examination should particularly prepare themselves for answering questions that may be asked on the latest developments taking place under the various subjects of the said examination although those topics may not have been specifically included in the syllabus. The Institute also reserves to itself the right to vary the syllabus / rules / fee structure from time to time. Any alterations made will be notified from time to time. Further, questions based on current developments in banking and finance may be asked.

Candidates are advised to refer to financial news papers / periodicals more particularly "IIBF VISION" and "BANK QUEST" published by the Institute.

## **SYLLABUS**

### **PAPER - 1 : INTRODUCTION TO FINANCIAL PLANNING**

- ABC of the Indian Financial and Investment Industry
- Participants in the Indian Finance System
- Indian Economic Environment
- Indian Social Environment and Financial Planning
- Effective Communication in Financial Counseling
- Introduction to Investments
- Meeting Clients' needs through Financial Planning
- Recommending Financial Planning Strategies to Investors
- Regulation of the Indian Financial System
- Risk Management and Insurance Products
- Fundamental Investment Concepts
- The Economic Environment
- Asset Classes
- Investment Products
- Taxation - Part 1
- Taxation - Part 2
- Estate Planning
- Towards a Financial Plan

### **PAPER - 2 : MANAGING AND MARKETING OF FINANCIAL SERVICES**

- Strategic Business Planning
- Marketing - The Starting Point
- Marketing - Segmentation and Product Development
- Marketing - Communications
- Marketing - Distribution and Pricing
- Organizational Behaviour and Human Resource Management
- Communication
- Conflict Resolution
- Team Leadership
- Case Study

### **PAPER - 3 : SECURITIES MARKET & PRODUCTS**

#### **a) Securities Market & Products**

- Investment Concept and Approaches
- Asset Classes
- Statistical Tools
- Risk and Return
- Efficient Market Theory

- Portfolio Analysis and Selection
- Securities Market / Equity Market
- Depository
- Regulatory Framework

#### **b) Technical & Fundamental Analysis of Companies**

- Investment decision making process
- Introduction to Efficient Market Hypothesis
- Introduction to Technical & Fundamental Analysis
- Economic Analysis
- Industry Analysis
- Company Analysis
- Valuation
- Technical Analysis

#### **c) Bond & Money Markets**

- Debt-Instruments - Concepts
- Indian Debt Market
- Government Securities
- Treasury Bills
- State Govt. Bonds
- Call Money Market
- Corporate Debt
- Commercial Paper: Certificate of Deposit
- Secondary Markets for Government Securities
- Bond Market Indices and Benchmarks
- Ready Forward Contracts (Repos)
- Secondary Market and Trading in Govt. Securities
- Regulatory and Procedural Aspects
- Yield Curve
- Bond Valuation
- Duration
- Fixed Income Derivatives

### **PAPER - 4 : INSURANCE PRODUCTS (INCLUDING PENSION PRODUCTS)**

#### **a) Insurance products**

- Introduction to insurance and its fundamental principles
- Insurance organization structure and functions
- Regulation and legislation applicable to insurance
- Life Insurance and its practice in India
- Group Life Products

- Rural Social Insurance
- Theory and practice of banking
- Liability Insurance
- Health Insurance
- Motor Insurance
- Fire Insurance
- Marine Insurance
- General Insurance and its practice in India
- Risk Management & Financial planning with insurance
- Marketing and selling of insurance
- Insurance business environment

#### **b) Pension products**

- Need for Retirement Planning
- Measuring Needs
- Pension Schemes in India
- Investing your Savings
- Taxation
- Pension Reforms in Organised Sector

### **PAPER - 5 : MUTUAL FUNDS PRODUCTS & SERVICES**

- Mutual Funds - Concept and role
- Mutual Fund Industry
- Formation and Organization
- Fund Accounting and Valuation
- Portfolio Management: Managing Unit holder's money
- Performance Measurement and Evaluation of Mutual Fund Schemes
- Mutual Fund as an investment
- Developing a Model Portfolio for the investor
- Unit holders Protection

### **PAPER - 6 : BANKING PRODUCTS & SERVICES**

- Introduction
- Types of Deposit Accounts
- Modes of Creating Charge on Secured Advances
- Retail Banking
- Wealth Management
- Banking Products

**Note: For detailed syllabus please refer the study material.**

## COURSES OF IIBF

### A. Flagship Courses

- ☞ JAIB
- ☞ CAIB
- ☞ Diploma in Banking & Finance

### B. Specialised Post Graduate Diploma Courses (for Members\* and Non-Members\*\*)

- ☞ Diploma in Treasury, Investment and Risk Management
- ☞ Diploma in Banking Technology
- ☞ Diploma in International Banking and Finance
- ☞ Advanced Diploma in Urban Co-operative Banking
- ☞ Diploma in Commodity Derivatives for Bankers
- ☞ Diploma for Micro Finance Professionals in collaboration with Sa-Dhan
- ☞ Post Graduate Diploma in Financial Advising
- ☞ Diploma in Home Loan Advising

### C. Specialised Certificate Courses (for Members\* and Non-Members\*\*)

- ☞ Certificate in Trade Finance
- ☞ Certified Information System Banker
- ☞ Certificate in Anti-Money Laundering / Know Your Customer
- ☞ Certificate in Quantitative Methods for Bankers
- ☞ Certificate in Credit Cards for Bankers
- ☞ Certificate Examination in Banking Oriented Paper in Hindi
- ☞ Certificate Examination for SME
- ☞ Certificate Examination in Basics of Banking / Card Operations for employees of IT Companies

### D. Management Courses

- ☞ Advanced Management Programme in collaboration with SIES - Mumbai, Welinkar-Mumbai, IMI-Delhi.
- ☞ Project Management Blended Course with IFMR, Chennai
- ☞ Advanced Diploma in Banking Technology (with PNB-IT) - An entry point qualification
- ☞ CAIB linked MBA with IGNOU.

### Educational support:

- ☞ Publishing specific courseware for each Paper/Examination and Work Books etc.
- ☞ Tutorials through Accredited Institutions, Virtual Classes, e-learning through Portal, Contact Classes or Campus Training - Model Questions and subject updates on the net

### Other activities:

- ☞ Research, Seminars, Conferences, Lectures, etc.
- ☞ Publications of books, Daily e-newsletter, monthly newsletter and quarterly journal
- ☞ Training & Consultancy & Financial Education

\* Members are employees of Banks and Financial Institutions who have enrolled as members of IIBF.

\*\* Non-Members are eligible candidates for each course / examination without IIBF Membership.

The Syllabi, Rules / Regulations, Examination Forms and other information pertaining to the examinations are available with Institute's Offices at Mumbai, Chennai, New Delhi, Kolkata and also at such other centers / offices as may be notified from time to time. The same is also available at our website [www.iibf.org.in](http://www.iibf.org.in).

## MEMBERS OF THE GOVERNING COUNCIL (As on 15/07/2010)

### President

**Shri O. P. Bhatt**, Chairman,  
State Bank of India

### Vice Presidents

**Shri M. V. Nair**, Chairman & Managing  
Director, Union Bank of India

**Shri M. D. Mallya**, Chairman &  
Managing Director, Bank of Baroda

### Representing Reserve Bank of India

**Shri C. Krishnan**, Executive Director

### Representing State Bank of India and its Associate Banks

**Shri Narayanaraj**, Deputy  
Managing Director & CDO,  
State Bank of India

### Representing Public Sector Banks

**Shri A. C. Mahajan**, Chairman &  
Managing Director, Canara Bank

**Shri K. R. Kamath**, Chairman &  
Managing Director,  
Punjab National Bank

**Shri A. K. Misra**, Chairman &  
Managing Director, Bank of India

**Shri J. M. Garg**, Chairman &  
Managing Director, Corporation Bank

**Shri S. Sridhar**, Chairman & Managing  
Director,  
Central Bank of India

### Representing Financial Institutions

**Shri U. C. Sarangi**, Chairman, NABARD

### Representing Private Sector Banks

**Shri M. Venugopalan**, Chairman &  
Chief Executive Officer,  
The Federal Bank Ltd.

**Shri Ananthakrishna**, Chairman,  
Karnataka Bank Ltd.

### Representing Foreign Banks

**Shri Gunit Chadha**, Chief Executive  
Officer- India, Deutsche Bank AG

### Representing Co-operative Banks

**Shri S. K. Banerji**, Managing Director,  
The Saraswat Co-op Bank Ltd.

### Representing other Bodies / Experts

**Shri Y. H. Malegam**, Former Managing  
Partner, S. B. Billimoria & Co.,  
Chartered Accountants

**Prof. Y. K. Bhushan**, Senior Advisor,  
ICFAI Business School

**Dr. Asish Saha**, Director, National  
Institute of Bank Management (NIBM)

**Dr. K. Ramakrishnan**, Chief Executive,  
Indian Banks' Association (IBA)

### From IIBF

**Shri R. Bhaskaran**, Chief Executive  
Officer

## ADDRESSES FOR CONTACT

### Corporate Office :

Indian Institute of Banking & Finance  
The "Arcade", World Trade Centre, 2nd Floor,  
East Wing, Cuffe Parade, Mumbai - 400 005  
Tel : 2218 7003/4/5 Fax : 022-2218 5147 / 2215 5093  
E-mail : iibgen@bom5.vsnl.net.in

### Northern Zonal Office :

Indian Institute of Banking & Finance  
109-113, Vikrant Towers, 1st Floor,  
4, Rajendra Place, New Delhi - 110 008  
Tel.: 91-011-2575 2191/92  
Fax: 91-011-2575 2193  
E-mail: iibnz@iibf.org.in

### Southern Zonal Office :

Indian Institute of Banking & Finance  
No.94, J. Nehru Road, (100 Feet Road),  
Opp. Hotel Ambica Empire,  
Vadapalani, Chennai - 600 026  
Tel.: 044-2472 2990/2472 7961  
Fax: 044-2472 6966  
E-mail: iibsz@iibf.org.in

### Western Zonal Office :

Indian Institute of Banking & Finance  
191-F, Maker Towers, 19th Floor,  
Cuffe Parade, Mumbai-400 005  
Tel.: 022-2218 3302 / 2218 5134  
Fax: 022-2218 0845  
E-mail: iibwz@iibf.org.in

### Eastern Zonal Office :

Indian Institute of Banking & Finance  
408, 'Anandlok', 'A' Block, 4th Floor,  
227, Acharya J. C. Bose Road,  
Kolkata - 700 020  
Tel.: 033-2280 9681/82/83  
Fax: 033-2280 9680  
E-mail: iibez@iibf.org.in