CPBM®
CERTIFIED PRIVATE BANKING MANAGER®

equaliFi ACADEMY

CPBM Syllabus

MODULE I - Introduction

The Indian Private Banking Landscape
Opportunities and Challenges
Overview of Global Services
The Business Models
Private Client Need Analysis
Best Practices
Private Banking Leaders
Talent Management

MODULE II - Investment Products

Fixed Income
Corporate Finance & Advisory
Real Estate & Property Investment / REITs
Equities
Exchange Traded Funds / Mutual Funds
Alternative Investments
Commodities

MODULE III - Alternative Investments

Private Equity
Commodities
Hedge Funds
Options & Structured Solutions
Derivatives - Foreign Exchange, Interest Rates & Credit
Case Study

MODULE IV - Investment Advisory

Financial Planning Basics
Alpha-Beta Separation in Portfolio Construction
Asset Allocation - Strategic versus Tactical
Security Selection and Investment Styles
The Process of Portfolio Management
Monitoring, Servicing and Communicating
Portfolio Measurement
Understanding Client’s Needs & Risk Appetite
Behavioral Finance
Case Study on Portfolio Construction

MODULE V - International Wealth Planning
Wealth planning tools that help uncover a client's succession, asset protection and philanthropic needs and other financial needs and goals
Trust, Foundations & Other Tools
Estate Planning - Common and Complex Structures
International tax concepts for wealth planners
Case Study

MODULE VI – Family Governance
Understanding the multinational nature of the family
Ownership and family governance policies
Informing the younger generation regarding family wealth
Informal & formal family constitution
Leadership & decision-making process
Dispute resolution

MODULE VII- Family Office
Establishing a Family Office
Family Office Management
Family Office Operations
Family Office Investments
Family Offices & Technology
Family Office Governance
Indian Family Offices

MODULE VIII - Managing Successful Client Relationships
Framework for establishing rapport and techniques for enhancing trust with clients
Proven techniques for more effective negotiations, asking for referrals and advanced presentation skills
Developing an effective account plan
Strategies to managing the pipeline, identifying opportunities and expanding connections
Understanding the client segmentation
Adopting an entrepreneurial approach to building a client's book
How to leverage on internal resources to help your clients
What constitutes a good account review
How to perform ongoing due diligence

MODULE IX - Client Onboarding, Compliance, Risk and Crisis Management
Regulatory Framework
Fair Dealing Guidelines
Anti-Money Laundering
Industry Trends Impacting Wealth Management
Understanding Risk Families in Wealth Management
Understanding and Managing Client Risk & Exposure