

NISM-Series-XXV-B: Persons Associated with Investment Advice (Sales and Other Non-Core Services) Certification Examination

Annexure – II: Learning Objectives

Module 1: Introduction to Personal Financial Planning and Financial Markets

- 1.1 Understand the concept and importance of personal financial planning and a sound financial planning.
- 1.2 Explain the six-step financial planning process for achieving financial goals.
- 1.3 Understand risk profiling and its role in financial decision making.
- 1.4 Identify components of risk profiling including risk tolerance and risk capacity.
- 1.5 Analyse factors influencing an individual's risk profile.
- 1.6 Explain the meaning and importance of financial markets.
- 1.7 Describe types and functions of financial markets.
- 1.8 Understand the role of regulators and investor protection in financial markets.

Module 2: Securities Markets & Basics of Investment.

- 2.1 Define securities, securities markets, and explain its structure and categories.
- 2.2 Key participants in securities markets
- 2.3 Terminologies used in the securities markets.
- 2.4 Explain the concept of investment and distinguish it from saving.
- 2.5 Describe key characteristics of investment.
- 2.6 Understand risk in investing and identify major types of investment risk.
- 2.7 Explain the risk return relationship and the role of time in investing.
- 2.8 Understand compounding and its importance in long term investing.
- 2.9 Explain asset classes and their significance in portfolio construction.
- 2.10 Describe the concept and process of asset allocation and its importance.
- 2.11 Understand portfolio rebalancing and its role in long-term investment management.

Module 3: Financial asset classes

- 3.1 Explain financial asset classes and their classification in investment markets.
- 3.2 Understand equity as an investment and its role in long-term wealth creation.
- 3.3 Analyse risk and return characteristics of equity investment.
- 3.4 Describe the structure of equity markets, participants, and key terminologies.
- 3.5 Explain fixed income securities and differentiate between government and corporate debt.

- 3.6 Identify common debt instruments, banking products, and related terminologies.
- 3.7 Understand risks associated with fixed income investment and banking products.
- 3.8 Explain derivatives, their purpose, and basic types of financial derivatives.
- 3.9 Identify risks associated with exchange-traded derivatives and their functioning.
- 3.10 Understand the regulatory oversight framework governing derivatives markets.

Module 4: Financial products.

- 4.1 Understand the purpose, classification, and role of financial products in financial planning.
- 4.2 Explain mutual fund, including structure, features, categories, risk return profile, and investment modes.
- 4.3 Understand the role of mutual funds in financial planning along with disclosure and basic evaluation tools.
- 4.4 Describe PMS, AIF, and SIF and recognise their key differences.
- 4.5 Understand retirement products and their importance in long-term financial security.
- 4.6 Explain insurance products, their types, and their role in risk protection.
- 4.7 Analyse how different financial products are used together to meet investment and protection needs.

Module 5: Sales skills

- 5.1 Understand the role of sales in an RIA setup and differentiate advisory sales from product selling.
- 5.2 Develop the ability to understand client profiles, including risk appetite, risk capacity, and behavioural aspects.
- 5.3 Apply a client-first approach to sales by aligning recommendations with client needs and objectives.
- 5.4 Demonstrate clear communication and presentation skills to build trust and convey advisory information effectively.
- 5.5 Build and maintain long-term client relationships through structured relationship management and networking.
- 5.6 Understand negotiation principles and apply ethical practices in deal closing.
- 5.7 Identify common mistakes in sales, negotiation, and client handling through practical scenarios.
- 5.8 Respond appropriately to crisis situations while maintaining trust and service continuity
- 5.9 Utilize CRM and technology tools effectively to manage the sales process and client lifecycle

Module 6: Professionalism, Ethics and Compliance

- 6.1 Apply effective day planning and time management techniques to improve productivity and daily discipline.
- 6.2 Understand the importance of professional development and continuous learning for sustained performance.
- 6.3 Explain the regulatory environment governing investment advisory activities in India.
- 6.4 Understand fiduciary responsibility, suitability requirements, and role boundaries in an RIA setup.
- 6.5 Differentiate between ethics and compliance and recognize their importance in professional conduct
- 6.6 Apply ethical, compliant, and professional practices in routine activities, including decision-making under pressure
