



ECSM CERTIFICATION WORKSHOP COURSE OUTLINE

COURSE TITLE: BROKERAGE OPERATION & CUSTOMER ACCOUNT MANAGEMENT

COURSE CODE: ECSM1009

COURSE DESCRIPTION

This details the activities in which a broker must be competent to operate an effective and efficient brokerage operation.

COURSE LEVEL

A bachelor's degree in Finance, Accounting or any equivalent qualifies participants for this course. Also, participants should come to this course with good knowledge of financial principles and ratios. They should be able to analyse financial outcomes and make sound decisions based on these outcomes.

LEARNING OUTCOMES - What You Will Know And Be Able To Do

Participants should be able to –

- Identify their customers risk profile, investment levels, and identify the financial assets and investment strategies more suitable for the customer and formulate an investment portfolio based on his or her needs
- Examine the market conditions and make sound recommendations to their customers
- Distinguish between the various types of accounts and determine their suitability to a customer
- Set up a new customer account
- Manage customers' accounts

CONTENT OUTLINE AND COMPETENCIES - What You Will Cover

Topics:

(a) Know Your Customer/Investment Advice

- ◆ Customer's Objectives, Risk Factors and Investment Horizons
- ◆ Choice of Financial Assets
- ◆ Customer Confidentiality
- ◆ Investment Strategies
- ◆ Market Analysis and Risk-return Fundamentals

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(b) Opening New Accounts

- ◆ New Account Opening Forms
- ◆ Cash & Security Transfer Restrictions
- ◆ New Accounts – Other Documents Required

(c) Types of Discretionary Accounts

(d) Management of Customer Accounts

- ◆ Operations Manuals
- ◆ Supervision of Business Activities
- ◆ Customer's Money/Bank Account Operations
- ◆ Timely Redress of Customer Complaints
- ◆ Accountability and Order Priority
- ◆ Transparency
- ◆ Compliance
- ◆ Conflict of Interest
- ◆ Confidentiality