

Polish your potential and let your CFA[®] Charter dream shine

ICICIdirect Centre for Financial Learning's
Level I CFA[®] programme through online training

Level I
CFA[®] Programme



ICICIdirect Centre for Financial Learning (ICFL):

ICICIdirect Centre for Financial Learning is an educational initiative of ICICI Securities Ltd. ICFL is committed to enhance financial literacy amongst all existing and prospective stakeholders in the society, by empowering them to make better and more informed decisions. ICFL is also committed to lead the path to create next generation leaders who could catalyse the growth of financial markets in India by expanding the pool of qualified and certified professionals for the industry.



ICFL training programmes are categorised under:

1. Investment Education
2. Professional Certification and Development

Over the period, ICFL has trained more than 5.5 lakh students and investors across India through its various programmes. The repository of domain knowledge includes a host of in-house developed seminars, workshops, certifications and training programmes leading to reputed certifications. ICFL has offices and training facilities across India aided by technological capability and alliances to deliver trainings through e-Learning, virtual classrooms and satellite classrooms.

Chartered Financial Analyst® (CFA®) Programme:

The Chartered Financial Analyst® (CFA®) programme is a professional credential offered internationally by US based CFA Institute. The CFA® charter is a qualification for finance and investment professionals, particularly in the fields of investment management and financial analysis of stocks, bonds and their derivative assets. The programme focuses on portfolio management, financial analysis and provides generalist knowledge of finance.

Key Highlights:

- Real-world expertise: Demonstrate your fluency with an advanced investment management and analysis curriculum that leverages current best practices and the experience of practitioners around the world to bridge real-world practices and theoretical knowledge.
- Career recognition: Stand out in the competitive global industry and gain instant credibility with peers, employers, and clients who know the hard work, intelligence, and profound commitment it takes to earn the charter.
- Ethical grounding: Learn to apply ethical principles and gain a foundation in the skills needed to demonstrate a commitment to high standards of accountability and integrity that build a trusted reputation.
- Global community: Join a vast professional network of more than 135,000 charter holders worldwide and gain unmatched career resources, important relationships, and lifelong insights.
- Employer demand: The top 11 global employers of charter holders include JPMorgan Chase, Bank of America, Merrill Lynch, UBS, RBC, HSBC, Wells Fargo, Credit Suisse, Morgan Stanley, Smith Barney, Black Rock, and Citigroup



Source: www.cfainstitute.org.

Chartered Financial Analyst® (CFA®) Programme is ideal for:

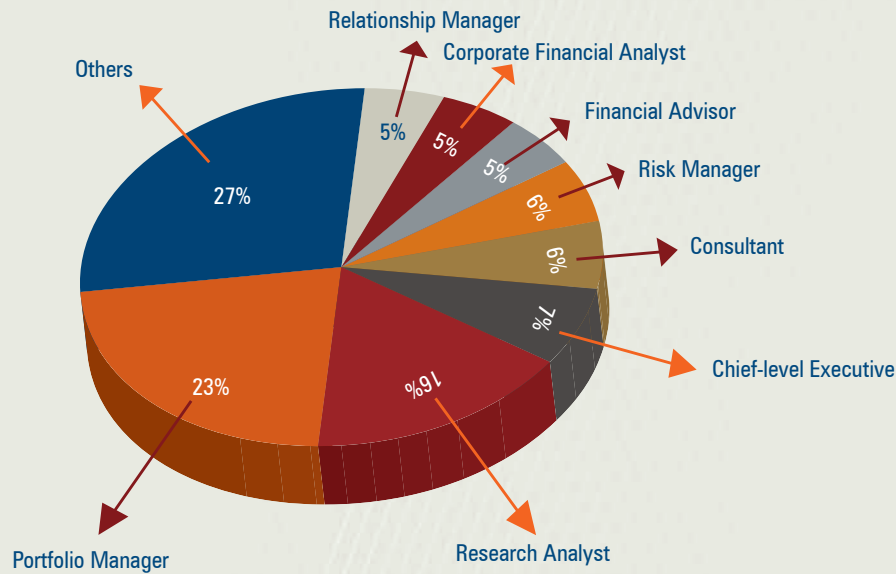
- Individuals working in the Financial Services sector
- Investment professionals who want to take their skills and marketability to the next level
- Individuals who want to change their career path and are interested in entering the world of investments
- Individuals working in investment / stock research firms
- Individuals working in corporate finance roles, business analysis and investment banking roles
- Students keen on starting their career in Investment and Finance
- CA's / CS's / ICWA's / CFP's and others having similar professional qualifications
- IT professionals working in BFSI domain



Employment Prospects:

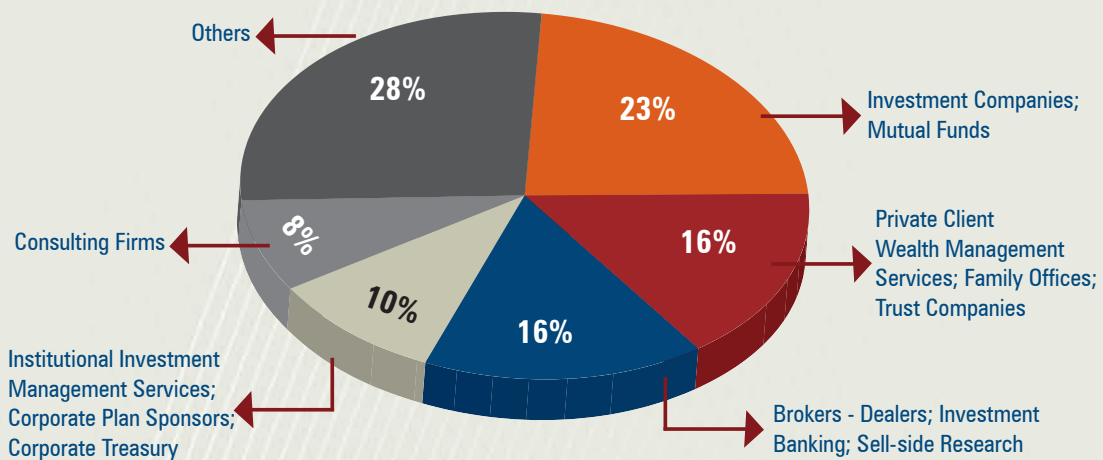
The CFA® programme equips you with the practical and fundamental knowledge you need for a wide variety of career choices in the investment profession. CFA® charterholders find that earning the CFA® charter provides them with a passport for working within numerous investment specialties and markets across the globe. It also equips them to change specialties as their careers evolve.

Top CFA® Charterholders Occupation:



Source: As of January 2016. Job function is self-reported and not verified by CFA Institute. The 30% not displayed are in job functions with less than 5% of members each.

Who employs CFA® Charterholders?



Source: As of January 2016. The above statistics are self-reported and not verified by CFA Institute.

ROAD MAP TO THE CFA® CHARTER

Bachelor's Degree or equivalent / in final year of Bachelor's Degree Programme

Enrolment

Level I Exam
(June or December)

Level II Exam
(June)

Level III Exam
(June)

- 4 years of relevant work experience (Accumulated before, during or after exam)
- Professional conduct statement
- Join CFA® Institute and apply for society membership
- Member dues
- CFA Institute member in good standing

Earn CFA® Charter

You can take the exam as long as you:

- Have a Bachelor's (or equivalent) Degree, are in the final year of your Bachelor's Degree at the time of registration, have four years of qualified, professional work experience or a combination of work / college experience that totals four years
- Meet the professional conduct admission criteria
- Can take the exams in English
- Have a valid international travel passport



CFA® Programme Curriculum and Exam Format:

Level I CFA® Exam

The Level I study programme focuses on basic knowledge of the below topics and simple analysis using investment tools.

Topics Covered:

Ethical and Professional Standards, Quantitative Methods, Economics, Financial Reporting and Analysis, Corporate Finance, Equity Investments, Fixed Income, Derivatives, Alternative Investments, Portfolio Management and Wealth Planning.

Exam Format:

240 total multiple choice questions (120 in the morning session and 120 in the afternoon session). Each multiple choice question is free-standing (not dependent on other questions) and has three possible answers: A, B, and C. All questions are equally weighted and there is no penalty for guessing.

Level I can be taken in June and December.

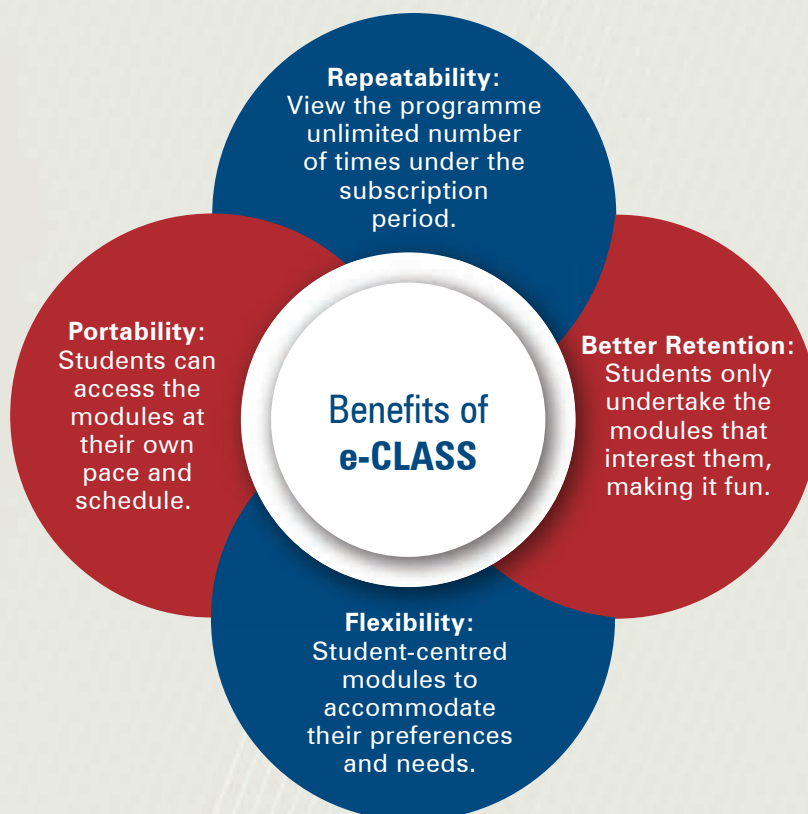
ICICIdirect Centre for Financial Learning Advantage:

- ICICIdirect Centre for Financial Learning is focussed to provide trainings in the financial domain for professional certifications in capital markets, financial planning and wealth management.
- All our faculty are certified professionals and not only have a rich experience as industry practitioners, but also have a flair to teach.
- With ICFL's exceptional teaching methodologies and comprehensive study tools, you will experience an excellent blend of academics and some of the best industry practices. This blend will ensure that you experience a highly practical and in-depth understanding.



Level I CFA® Programme eLearn

Level I CFA® programme e-Class is computer based training for preparation of Level I CFA® programme certification. This mode of study is self-paced and the content is delivered via the internet.



Level I CFA® Programme Offering through e-Class

Programme Features:

- Online recorded sessions of around 80 hours duration
- Study material: Exhaustive printouts of the classroom presentation
- Question Bank: Unit wise Online question bank (1500+ Questions)
- Soft copy of formula charts

Subscription Duration:

1 Year from the day of registration

Programme Fee:

₹13,000/- (Inclusive of all taxes)

Special Offer (₹1500/- off): ₹11,500/- (Inclusive of all taxes)



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Our Authorised Learning Centre / Business Associate:



Emerging Brand Award
(4th CMO Asia Awards for Excellence
in Branding & Marketing, 2013 - 14)



Award for Innovation in Learning
(Best-in-class Learning &
Development Awards, 2013 - 14)



Best Online Learning Solution
(Best-in-class Learning &
Development Awards, 2013 - 14)

Our Recent Accolades

ICICI Securities Ltd.

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