

COURSE TITLE	MUTUAL FUND DISTRIBUTOR
COURSE CODE	04BC0128
COURSE CREDITS	2

Objective:

- 1 NA

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Banking Industry and its sub-sectors; and the role and responsibilities of Mutual Fund Distributor
- 2 Apply techniques analyse mutual fund market to identify the top-performing funds, customer interests, trends, etc.
- 3 Apply techniques to plan and execute regular engagement with customers for periodic review of customers' financial goals
- 4 Understand and evaluate the procedure to maintain data integrity.
- 5 Apply appropriate practices to maintain data privacy and security.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	50	0	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor The scope of Banking Industry and its sub-sectors , Job role and opportunities for a Mutual Fund Distributor , List the basic terminologies used in banking services.	2

Contents : Unit	Topics	Contact Hours
2	Conduct Market Research and Sell the Products Outline the legal and related regulations and functions of the national financial and regulatory authorities with regards to mutual funds like SEBI, etc. , Describe the methods of analysing mutual fund market to identify the topperforming funds, customer interests, trends, etc. and studying the features of identified top mutual funds and factors influencing them, Various types of mutual fund schemes, their characteristics, and structure , Explain the standard methods of calculating risk adjusted returns, annual growth rate, Net Asset Value (NAV), and other accounting formulae that help in determining returns of mutual fund schemes , The significance of gathering and analyzing the latest insights for regular stock market updates , Explain the process of creating customer profile • Describe the standard procedure of conducting risk profiling and identifying the financial requirements and goals of the customer , List various documents required for sale and purchase of mutual funds, Describe the methods to handle customers and their queries	9
3	Perform After-Sales Activities The standard procedure to submit the request of customers for top-up/switch/redemption and mark lien on the mutual fund units , The standard procedure to update the KYC details, nomination, etc., Effective techniques for upselling and cross-selling, based on revised financial goals of the customer , The significance of maintaining relationship with customers, and updating the customer on mutual fund and responding to their queries and concerns regarding the mutual fund schemes held by them , The risk-assessment methods for the customer portfolio in the changing market scenario	9
4	Maintain Data Integrity The usage of digital technology to capture data The procedure to maintain data integrity- various ways to check data for accuracy and validity. The procedure to generate reports for data analysis. Significance of a complete and accurate database , Appropriate practices to maintain data privacy and security. The methods to secure digital and paper documents. The standard procedures for disposing of the digital and paper records. The standard procedure for dissemination of data	10
Total Hours		30

Textbook :

- 1 Investing in Stock Markets, Tripath V. & Pawar N, Taxmann, 2019
- 2 BFSI - Study Material, BFSI, BFSI, 2021

References:

- 1 Investment Analysis and Portfolio Management, Investment Analysis and Portfolio Management, Chandra, P., Tata McGraw Hill Education, New Delhi., 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 BFSI study material

Supplementary Resources:

- 1 NA