



# Institute for Financial Analysts

**Proudly Offers**

Technical Proposal for the

**Claritas<sup>®</sup> Investment Certificate**

“BRINGING CLARITY”

*Issued by the CFA Institute*



## About Us

### General Overview

IFA, The Institute for Financial Analysts is a firm specialized in training courses for professional designations, and seminars for business decision makers. IFA is an accredited training provider and offers preparatory courses for **the Junior Investment Analyst (JIA), Chartered Financial Analyst (CFA®), Financial Risk Manager (FRM®), International Certified Valuation Specialist (ICVS®), Islamic Finance Qualification (IFQ), Certified Advanced Financial Modeler (CAFM®) and the Certified Financial Statements Analyst (CFSA®)** The review courses are offered in Lebanon, Kuwait, Qatar, Saudi Arabia, UAE, Jordan, Bahrain, and Cairo and the students are recording remarkable pass rates in all certificates.

IFA offers as well seminars covering a wide range of subjects including Financial Modeling, Private Banking, Corporate Restructuring, Credit Risk Measurement and Management, Market Risk Measurement and Management and Operational Risk Measurement and Management, Leadership and Strategy, Change Management, etc.

The members of our team have given workshops on these topics to leading companies in the region such as National Bank of Kuwait (NBK), Gulf Bank, Gulf Investment Corporation (GIC), Aramex, Saudi Arabian British Bank (SABB), Qatar National Bank (QNB), Mubadala, Abu Dhabi Investment Council, Al Qudra Holding, Aramco, Qatar Investment Authority (QIA), Kuwait Investment Authority (KIA) among others.

### Faculty

IFA professors combine specific industry and field experience as well as teaching experience in the leading educational institutions in Lebanon and the region. This equips them with a distinguished ability to master the material they teach, back it by rigorous experience in the specific field, and deliver the messages in clear and simple channels.

Leveraging on their capacity as company leaders or consultants as well as their lengthy interaction with regional and international businesses, faculty members have gained tangible exposure to a variety of industries and fields and most importantly, have developed a thorough understanding of the corporate culture in the region, as well as of the opportunities and challenges regional companies face whether in relation to financial matters, risk, management or corporate governance.



## I- Proposed Program : Claritas® Investment certificate “BRINGING CLARITY”

Today, the challenges facing the financial services industry can be summed up as follows:

- An inconsistent level of knowledge &
- A crises of trust

As such, Claritas® Investment Certificate was formed.

The Claritas® Investment Certificate (*issued by the Chartered Financial Analyst (CFA) institute*) is a new education program and exam designed to give anyone working in financial services a clear understanding of the investment industry and their professional responsibilities within it.

### a- Pre-requisites

There is no education or experience requirement; however candidates should feel comfortable with the **English language**.

*Successful candidates will be awarded the Claritas® Investment Certificate by CFA Institute.*

### b- Target Audience

Claritas promotes a shared understanding of the industry, builds employee confidence, and raises effectiveness across all professional disciplines in the financial services industry, outside of investment roles; Claritas is ideal for the many different people in your organization who are not directly involved in analyzing or making investment decisions.

Claritas motivates employees and raises effectiveness across departments, including:

- ❖ Administration and Operation
- ❖ Client Services
- ❖ Compliance and Legal
- ❖ Human Resource
- ❖ Information Technology
- ❖ Sales and Marketing
- ❖ Other professional disciplines outside of investment roles.

## c- Why Claritas®

- ❖ Designed as a corporate solution for firm-wide adoption
- ❖ Global, uniform standard of measurement.
- ❖ Grounded in promoting and leading in ethical standards and professional practice.
- ❖ Engaging and accessible curriculum that offers a definitive guide to the industry.
- ❖ Signaling an institutional commitment to ethics while giving employees an advantage over their peers

## d- How it will help

### ❖ *Bringing Clarity*

Claritas is a comprehensive global program designed to give everyone a clear understanding of the investment industry and their professional responsibilities within it.

### ❖ *Sharing understanding*

Claritas raises workforce competence by helping employees understand industry functions, relationships and their role and professional responsibilities, helping them see where they fit in the big picture.

### ❖ *Improving performance*

Claritas provides a common global standard across all functions that will help your employees, your company, and ultimately the industry, perform better together.

### ❖ *Standing Out*

Claritas helps organization stand out from the crowd by signaling an institutional commitment to ethics. It also helps your employees to gain knowledge over and above their peers.



## ❖ *Building Confidence*

Claritas gives your organization and the general public greater confidence and trust in the decisions your employees make on behalf of the business, contributing to stronger morale, motivation and loyalty.

### **e- Claritas Syllabus Overview**

The goal of the Claritas Investment Certificate program is to provide individuals with a fundamental understanding of the essential aspects of the investment industry through the topics covered in the Course of Study.

The Course of Study consists of 21 chapters, organized into seven modules.

#### **Module I: Industry overview- A top down overview**

It is about getting to the heart and the core purpose of the investment industry- its vital role in the world: from helping people save for the future to funding schools, hospitals, roads and other essentials.

#### **Module II: Ethics and regulation**

This module focuses on the essential foundations for the investment world- ethics and regulation. The firm ground on which we build for our clients: trust, reputation, confidence and value – the essentials of a strong and healthy client- focused industry.

#### **Module III: Tools and inputs**

This is about understanding how the (economic) world works- the big picture and the fine detail. How the actions of individuals, corporations and governments play out at micro, macro and international levels, how this translates to a company's finances, and how to get a clearer understanding of what this all means.

#### **Module IV: Investment instruments**

This module covers the basic investment options, what they are and their purpose- from conventional equities and bonds to more specialized investments such as real estate and derivatives.

#### **Module V: Industry structure**

The industry is complex and highly interdependent. This module looks at how the industry helps us invest, who the participants are and what they do, the different markets where investments take place, and the investment products themselves.

#### **Module VI: Industry controls**

Controls are critical in helping ensure everything runs smoothly. In the fast moving world of investments and risk it is essential to understand how systems and controls are used in the industry to ensure the client is properly served.

### Module VII: Serving clients' needs

This module is about focusing on clients- gaining a clear understanding of their needs, circumstances, motivations and ambitions so investments can be allocated and managed in the right way for them.



### f- Exam Details

Candidates should allow up to two and a half hours at the test center, which includes time to

- Check-in (**two forms of valid ID** will be required)
- Go through the exam tutorial,
- Review and agree to the Claritas Candidate Pledge, and
- Complete the exam.

### Exam Format

The Claritas is a computer based exam, it consists of 120 multiple-choice questions.

Candidates have 120 minutes to complete the exam questions and to review your answers (approximately 30 seconds to one minute per question).

### Exam Topic Weighting

The approximate weighting of the topics covered in the exam is:

Module I	Industry overview	5%
Module II	Ethics and regulation	10%
Module III	Tools and inputs	20%
Module IV	Investment instruments	20%
Module V	Industry structure	20%
Module VI	Industry controls	20%
Module VII	Serving clients needs	5%

## Exam Location

The Claritas exam is administered at many Pearson VUE test centers around the world.

After they register for the exam, candidates must schedule an exam appointment and sit for the Claritas exam within 180 days.

## Exam Fees

### Individual Registration

Includes the exam registration fee, access to all study materials (the eBook, practice assessments, and a mock exam) and one exam sitting: **US\$685**

### Bulk Registration

Employers and associations can purchase Claritas registration vouchers in bulk at a discounted price and gain access to online Program Administration Tools

## Bulk Registration Voucher Pricing

25-99 vouchers	<b>US\$635 each</b>
100-249 vouchers	<b>US\$585 each</b>
250 or more vouchers	<b>US\$485 each</b>

Includes the exam registration fee, access to all study materials (the eBook, study planner, practice assessments, and a mock exam), and one exam sitting per voucher.

## g- Proposed Tentative Program

<b>Option 1 – Intensive Schedule</b>			
<b>Part 1</b>			
<b>Day 1</b>	Module I-II	9:00 -5:00	IFA Faculty
<b>Day 2</b>	Module III	9:00 -5:00	IFA Faculty
<b>Day 3</b>	Part 1 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Weeks Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Part 2</b>			
<b>Day 4</b>	Module IV	9:00 -5:00	IFA Faculty
<b>Day 5</b>	Module V	9:00 -5:00	IFA Faculty
<b>Day 6</b>	Part 2 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Week Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Part 3</b>			
<b>Day 7</b>	Module VI	9:00 -5:00	IFA Faculty
<b>Day 8</b>	Module VII	9:00 -5:00	IFA Faculty
<b>Day 9</b>	Part 3 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Week Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>MOCK EXAM</b>			

### **Claritas Training Program Outline- Intensive Workshop**

Claritas® training program is scheduled to be delivered by IFA over a period of 9 days, (a total of 60 hours). Claritas Modules are divided into 3 parts (3 days each part), after the completion of each part, candidates will sit for an in class Quiz covering the modules that were taken (answers and explanation of the Quiz will be handed to candidates in class).

Following each part, candidates will be given a break for 2 week during which they will be given additional practice problems and assignments as take home exercises.

Once the training sessions are finished, candidates will sit for a Mock Exam prepared by the faculty and will be ready to sit for the Real Claritas Exam.

<b>Option 2 – Relaxed Schedule</b>			
<b>Part 1</b>			
<b>Day 1</b>	Module I-II	9:00 -5:00	IFA Faculty
<b>Day 2</b>	Module III	9:00 -5:00	IFA Faculty
<b>Day 3</b>	Part 1 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Weeks Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Part 2</b>			
<b>Day 4</b>	Module IV	9:00 -5:00	IFA Faculty
<b>Day 5</b>	Module IV/ V	9:00 -5:00	IFA Faculty
<b>Day 6</b>	Part 2 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Week Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Part 3</b>			
<b>Day 7</b>	Module V	9:00 -5:00	IFA Faculty
<b>Day 8</b>	Module VI	9:00 -5:00	IFA Faculty
<b>Day 9</b>	Part 3 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Week Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Part 4</b>			
<b>Day 10</b>	Module VI/ VII	9:00 -5:00	IFA Faculty
<b>Day 11</b>	Module VII	9:00 -5:00	IFA Faculty
<b>Day 12</b>	Part 3 Exam – In Class Practice Problems	9:00-1:00	IFA Faculty
<b>Two Week Off</b>	<i>In house Practice Problems / Assignments</i>		
<b>Intensive Review</b>			
<b>Day 13</b>		Review	IFA Faculty
<b>Day 14</b>		Review	IFA Faculty
<b>Day 15</b>		Review	IFA Faculty
<b>MOCK EXAM</b>			

**Claritas Training Program Outline- Relaxed Workshop**

Claritas® relaxed training program is scheduled to be delivered by IFA over a period of 15 days, (a total of 100 hours). Claritas Modules are divided into 4 parts (3 days each part), and a 3 day intensive review.

After the completion of each part, candidates will sit for an in class Quiz covering the modules that were taken (answers and explanation of the Quiz will be handed to candidates in class). Following each part, candidates will be given a break for 2 week during which they will be given additional practice problems and assignments as take home exercises. Once the training sessions are finished, candidates will attend a 3 day intensive review through which candidates will solve additional practice problems and review the material After the Intensive review, candidates will sit for a Mock Exam prepared by the faculty and will be ready to sit for the Real Claritas Exam.



Institute for Financial Analysts-IFA

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