



CUSCS

香港中文大學專業進修學院
School of Continuing and Professional Studies
The Chinese University of Hong Kong



香港銀行學會

The Hong Kong Institute of Bankers



理財策劃文憑課程

Diploma Programme in Financial Planning

Qualifying Programme for
Certified Financial Management Planner CFMP™

**Management
Academy**

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Diploma Programme in Financial Planning

INTRODUCTION

Hong Kong is an international financial centre and the demand for wealth management services from retail banking is steadily on the rise. The prospects for banks providing such financial planning services are very competitive, thus boosting the demand for the professional client services, product innovation and risk management. The Diploma in Financial Planning is the qualifying programme (i.e. Stage 1) for the professional qualification Certified Financial Management Planner (CFMP™) conferred by The Hong Kong Institute of Bankers (HKIB). It is developed to provide the professional knowledge and career recognition for banking professionals. CUSCS and HKIB have jointly collaborated to organize this qualifying programme to reflect the importance of training needs for the banking professional and financial services executives. The graduates are able to articulate to Stage 2 of CFMP™ provided by HKIB (see Appendix 1 for the structure of CFMP™ and the “Articulation” section on page 5).

ABOUT HKIB

The Hong Kong Institute of Bankers (HKIB), established in 1963, is a professional organization devoted to provide quality education and training services to banking professionals in Hong Kong. Over the past years, HKIB is the cradle of local banking and financial talents and have helped breed generation after generation banking professionals in Hong Kong, Macau and the Mainland.

HKIB receives strong support from the industry. Its Council and Executive Committee consist of representatives from financial regulators and leading banks in Hong Kong who are the key players and leaders in the banking industry.

As the only recognized professional institute in Hong Kong in awarding professional banking qualifications, the two professional banking qualifications granted by HKIB, namely AHKIB™ and CFMP™ receive strong recognition in the industry. Moreover, HKIB has a leading position in setting industry standards. It is appointed by the Education Bureau as the Professional Writer of Banking Qualifications Framework (QF) to stipulate the industry standards of competencies of banking practitioners for retail and corporate/commercial banking.



Diploma Programme in Financial Planning

PROFESSIONAL QUALIFICATION AND RECOGNITION

CFMP™ is the **first** and **only one** professional qualification incorporating banking practices that integrates international standards and local needs. This is also the only wealth management qualification mentioned in the Supervisory Policy Manual issued by the Hong Kong Monetary Authority (HKMA). The major banks and financial corporations in Hong Kong, Mainland China and Macau recognize CFMP™ as the professional qualification for staff development of their wealth management executives. Examples of major financial institutions (in alphabetical order) include:

- American International Assurance Company
- Bank of China (Hong Kong)
- Bank of China (Macau)
- Bank of Chongqing
- Bank of East Asia (China)
- Citibank
- China Construction Bank
- DBS Bank (Hong Kong)
- Hang Seng Bank
- HSBC
- HSBC (China)
- Industrial and Commercial Bank of China (Macau)
- Wing Lung Bank etc



Moreover, CFMP™ is well recognized by other banking professional organizations in the region. Under the mutual recognition arrangement between HKIB and China Banking Association (CBA) in Mainland China, holder of CFMP™ Stage 1 (Hong Kong) Diploma or above only need to pass one examination subject for the award of “Personal Wealth Management Certificate” conferred by CBA, which is an industry body under the auspice of mainland banking regulator, China Banking Regulatory Commission (CBRC).

WHO SHOULD ATTEND THIS PROGRAMME

This programme is designed for individuals who would like to acquire professional knowledge with specific relevance to wealth management. The recognition of professional achievement granted is particularly useful for candidates who would like to pursue career in the field of wealth management of banking and insurance.

JOB OPPORTUNITIES

Top candidates will have job referral and recommendation opportunity to HKIB's member banks. Prior consensus from the candidates will be sought before any job referrals are arranged.

Diploma Programme in Financial Planning

HKIB MEMBERSHIP

HKIB membership is the pre-requisite for students of the Diploma Programme in Financial Planning to be awarded the Joint Diploma or Certificate of Completion. Furthermore, HKIB members are able to build up industry network via joining various functions such as free seminars or events. For HKIB membership enquiry, please refer to HKIB's contact on page 7.

PROGRAMME STRUCTURE, DURATION AND COURSE FEE

The programme consists of 3 modules. The total number of contact hours is 120 hours. Participants will take around 6 to 12 months to complete the programme on a part-time basis.

Modules	Course Fee(HK\$)
(1) Regulatory Environment for Banking and Financial Planning (Programme code: 640301) – 40 hours	3,900
(2) Investment Products and Markets (Programme code: 640302) – 40 hours	3,900
(3) Essentials of Banking and Financial Planning (Programme code: 640303) – 40 hours	4,000
Total course fee :	11,800

The module contents are shown in **Appendix 2**.



Diploma Programme in Financial Planning

LEARNING OUTCOMES

Upon the completion of this programme, students will be able to:

- describe the legal and regulatory framework governing banking and financial services in Hong Kong and identify regulations applicable to financial planning;
- acquire comprehensive knowledge in the various banking services & practices and explain the special features of different investment products; and
- carry out the basic steps in financial planning including client needs analysis, investment analysis and risks management.

ENTRY REQUIREMENTS

- (1) Passes in English or Chinese, and Mathematics in HKCEE (or equivalent), plus at least 2 years' relevant work experience; OR
- (2) Aged 21 (or above) with at least 2 years' relevant work experience.

ASSESSMENT

Students will be assessed with continuous assessment and examination in each module. The continuous assessment may consist of a combination of coursework, classroom participation, assignment and/or tests.

AWARD

The Diploma will be awarded jointly by the School of Continuing and Professional Studies, The Chinese University of Hong Kong (CUSCS) and The Hong Kong Institute of Bankers (HKIB).

For the award of the Diploma, a student must have:

- (1) attended at least 70% of the lecture session;
- (2) passed the assessment of each module.

ARTICULATION

The graduates, who completed three modules either by exemption or obtaining Grade "C" or above in each module, are able to articulate to Stage 2 of CFMP™ programme provided by HKIB.

MEDIUM OF INSTRUCTION

Teaching will be conducted in Cantonese and supplemented with English. Learning materials and assessments are in English.

Diploma Programme in Financial Planning

EXEMPTION POLICY

Exemptions may be granted (maximum two modules) at the discretion of CUSCS and HKIB for recognized licensing examinations / qualifications. For those students who would like to apply for exemption, they need to contact HKIB directly. For HKIB contact details, please refer to page 7.

Joint Diploma will be awarded to those who have completed the programme modules by studying and passing at least two modules in the programme. For students who have obtained exemption from 2 modules and completed one module in the programme, they can apply for a Certificate of Completion from CUSCS in order to proceed to Stage 2 of CFMPTM programme in HKIB.

DATE OF COMMENCEMENT AND APPLICATION DEADLINE

June and December each year.

The application deadline is ten calendar days before the course commencement date. Late enrolment will only be considered if there is still vacancy.

CLASS AND VENUE

Classes will be held on weekday evenings and weekends at CUSCS Learning Centres. (School reserves the right to alter the time and venue of the classes if necessary.)

APPLICATION PROCEDURES

Please complete the enclosed Enrolment Form and HKIB Membership Enrollment Form and submit with the following to us:

1. The programme fee of \$11,800 (by credit card, crossed cheque or cashier's order, made payable to "**The Chinese University of Hong Kong**");
2. The appropriate HKIB membership fee (by credit card, crossed cheque or cashier's order, made payable to "**The Hong Kong Institute of Bankers**");
3. Photocopy of H.K.I.D. card; and
4. Photocopies of academic qualifications and proof of the applicant's working experience.

The fee paid is neither refundable nor transferable under any circumstances. For unsuccessful application or programme cancellation, tuition fee will be returned to the applicant.

Admission will be on a first-come-first served basis for qualified applicants and all applicants will be notified in writing of their application results.

Diploma Programme in Financial Planning

The application should be sent to one of the Enrolment Centres or Head Office in person or by mail:

ENROLMENT CENTRES

Tsimshatsui Oriental Enrolment Centre

13/F, Oriental Centre, 67 Chatham Road South
Tsim Sha Tsui, Kowloon
(TST MTR Station Exit B2 or
East TST MTR Station Exit N1/N2)

Monday to Friday: 9:00 am - 9:00 pm
Saturday: 9:00 am - 6:00 pm
(Closed on Sundays and Public Holidays)

Tel: 2209 0290

Tsimshatsui East Ocean Enrolment Centre

Unit 01, Basement 1, East Ocean Centre
98 Granville Road, Tsim Sha Tsui, Kowloon

Monday to Friday : 9:00am - 7:00pm
(Closed on Saturdays, Sundays and Public Holidays)

Tel : 2209 0290

Central Enrolment Centre

Unit A, 1/F, Bank of America Tower
12 Harcourt Road, Central, HK
(Central MTR Station Exit J3 or
Admiralty MTR Station Exit B)

Monday - Friday: 9:00 am - 8:00 pm
Saturday: 9:00 am - 5:00 pm
(Closed on Sundays and Public Holidays)

Tel: 2209 0290

Head Office

School of Continuing and Professional Studies
The Chinese University of Hong Kong
G/F, Inter-University Hall
Shatin, New Territories
Tel: 2209 0299 (IVRS)



ENQUIRIES

For programme application

CUSCS

Tel : 2209 0477
Fax : 2739 2797
E-mail : scs-bus@cuhk.edu.hk
Website : www.scs.cuhk.edu.hk/business

For applying the HKIB membership and programme exemption

HKIB

Tel : 2815 1552
Fax : 2544 9946
E-mail : hkib@hkib.org
Website : www.hkib.org

Messages from Industry about CFMP™

Message from Bank

Bank of China Macau Branch

Our Bank stressed the importance of staff development and training. One of our successful training programs has been the CFMP™ cooperated with HKIB.

“CFMP™ Program has helped our bank to nurture high calibre wealth management professionals. Its unique banking elements help our staff to develop comprehensive knowledge in financial planning. After taking the Programme, our staff becomes more competent and confident in dealing with customers which contribute to the breakthrough of business performance.”

Message from Business Head

Mr. Joseph Cho,
Former Head of Branch Network and Direct Banking
Hang Seng Bank Limited

“The CFMP™ Programme produces the well-trained professionals that we need to capture new business in the fast-growing wealth management sector. Employee development is a key priority for Hang Seng Bank. The CFMP™ Programme is a trusted partner – its high-quality academic standards, strategic market focus and emphasis on professional service culture serve to strengthen our competitive edge and support our efforts to take our business to new heights of achievement.”

Message from CFMP™ Graduate

Mr. Kung Chi Ming *CFMP™*
Head of Deposits Department
Wing Lung Bank

“The CFMP™ Programme helped bring my performance to a new level. Its practical focus teaches me skills to identify the genuine needs of customers. Moreover, the instructors are experienced and successful practitioners who can provide me with hands-on practical skills. With all these, I can gain the trust of my customers and provide services which can bring the best value to them.”

Appendix 1 – Structure of HKIB CFMP™

Certified Financial Management Planner
專業財富管理師

With 2 years' banking or finance related experience
兩年銀行或金融業有關之工作經驗

Certified Financial Management Planner (Affiliate)
準專業財富管理師

Professional Diploma in Financial Planning and Management
理財策劃及管理專業文憑

Stage 2 第二階段

Case and Oral Examination
個案分析考試：

Financial Planning and Management	理財策劃及管理
Fund and Asset Management	資產管理
Tax and Estate Planning	稅務及遺產策劃
Insurance and Retirement Planning	保險及退休策劃

Diploma in Financial Planning
理財策劃文憑

Stage 1 第一階段

Essentials of Banking and Financial Planning	銀行業務概要及理財策劃
Investment Products and Markets	投資產品及市場
Regulatory Environment for Banking and Financial Planning	銀行及理財策劃規例

HKIB Member with recognized Associate Degree
具備認可之副學士學位的香港銀行學會會員

Appendix 2 - MODULE DESCRIPTION

Module 1 – Regulatory Environment for Banking and Financial Planning

The course provides candidates with an understanding of the legal and regulatory framework governing various banking and financial service industry in Hong Kong including the laws and regulations, licensing requirements, code of conduct, rules and guidelines, as well as the banking, securities and futures industry.

The syllabus of The Hong Kong Institute of Bankers' (HKIB) Professional Qualification "Certified Financial Management Planner" Stage one Programme is adopted in the outline:-

1. Recent Trends and Development of the Regulatory Environment
2. Legal System in Hong Kong
3. Government and Regulatory Bodies
4. Major Ordinances Applicable to Banking and Financial Planning
5. Major Subsidiary Legislation Under the Securities and Futures Ordinances
6. Codes and Guidelines Applicable to Banking and Financial Planning
7. Business Operations and Trading Practices

Module 2 – Investment Products and Markets

The course provides candidates with an understanding and knowledge of the global and Hong Kong financial system and markets, and different kinds of investment products and markets. The course also provides candidates with a sound understanding and knowledge of investment analysis, financial risk management, and some basic concepts of portfolio theory.

The syllabus of The Hong Kong Institute of Bankers' (HKIB) Professional Qualification "Certified Financial Management Planner" Stage one Programme is adopted in the outline:-

1. Recent Trends and Development of the Investment Products and Markets
2. Global and Hong Kong Financial System and Markets
3. Securities and Future Markets in Hong Kong
4. Investment Products and Markets
5. Investment Analysis
6. Basic Portfolio Theory
7. Financial Risk Management

Module 3 – Essential of Banking and Financial Planning

The course provides candidates with an understanding and basic knowledge of banking practices and services, insurance, tax and retirement planning, fund and asset management, financial planning process. It also helps to build up the knowledge and skills for conducting client needs analysis and financial planning.

The syllabus of The Hong Kong Institute of Bankers' (HKIB) Professional Qualification "Certified Financial Management Planner" Stage one Programme is adopted in the outline :-

1. Recent Trends and Development of the Banking and Financial Services
2. Overview on Banking Products and Services
3. Codes of Banking Practices and Banking Services
4. Ethics and Code of Conduct of a Banker
5. Investments
6. Insurance
7. Tax and Estate Planning
8. Fund and Asset Management
9. Financial Planning



**School of Continuing and Professional Studies
The Chinese University of Hong Kong**

Head Office

Inter-University Hall
The Chinese University of Hong Kong, Shatin, N.T.

Enrolment Centres

13/F, Oriental Centre, 67 Chatham Road South, Tsim Sha Tsui, Kowloon
Unit 01, Basement 1, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui, Kowloon
1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong

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