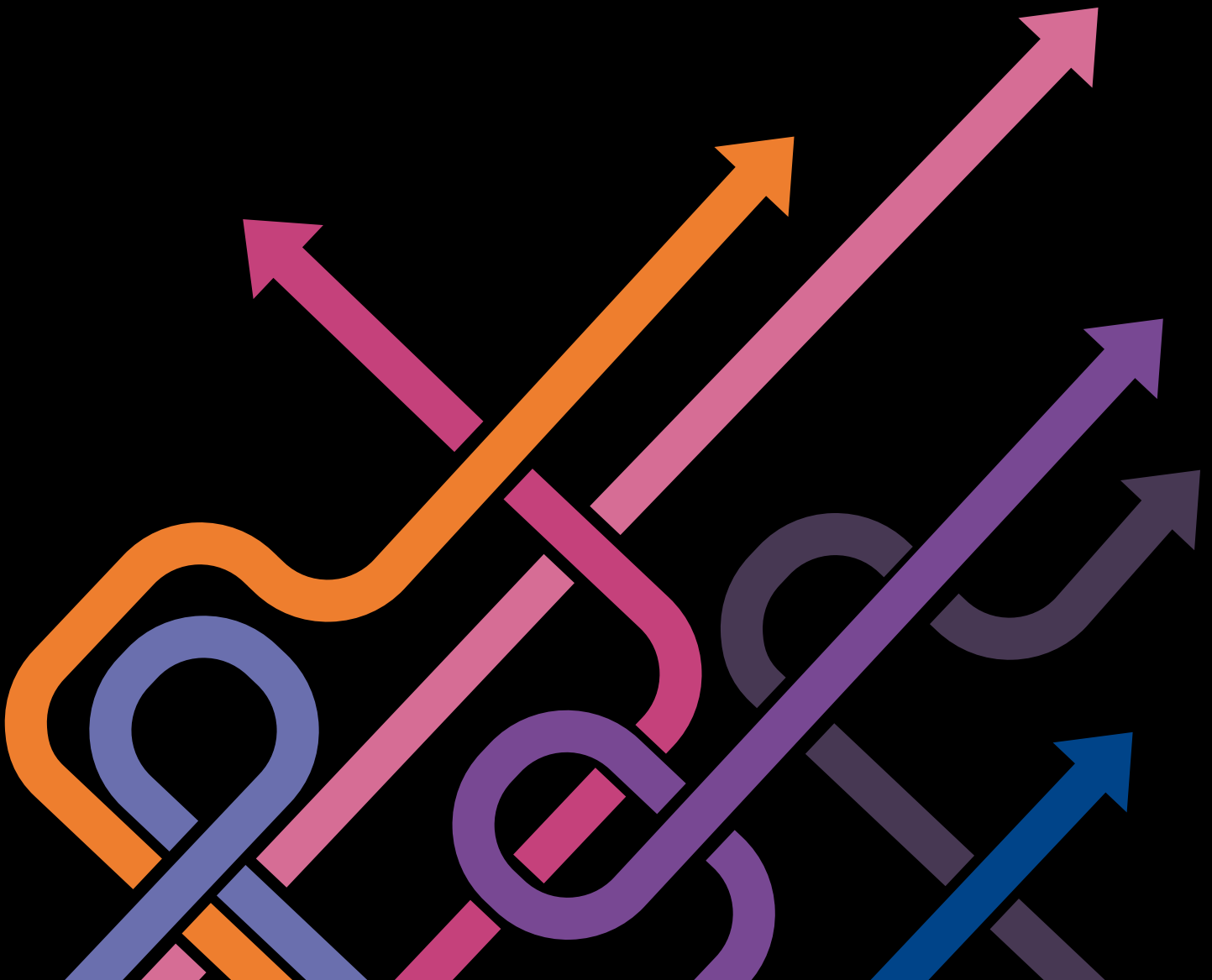




The professional association for those
who give and support financial advice

LIA 2011/12 Prospectus

your future in financial services starts here



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Welcome

In this prospectus you'll find a guide to our courses and qualifications and everything else you need to help you progress your career in financial services.

Message from LIA President Ivan Kennedy

As a former LIA student myself, I understand and appreciate the benefits of holding industry valued and recognised qualifications from LIA. As such I'm honoured and delighted to introduce LIA's Education Prospectus for the 2011/2012 academic year. Education is a keystone of LIA's endeavours to realise its mission "to improve the competence, standing and success of those who give and support financial advice".

Our industry is still in the midst of tumultuous times and has contracted considerably. Yet Financial Services is an essential sector which provides what can be life changing benefits for consumers. Despite our industry's current woes it will adapt and survive. Investing in your personal professional development will allow you to continue to provide your customers with valuable advice.

LIA programmes are offered in partnership with The Institute of Bankers School of Professional Finance. The Institute is a Recognised College of University College Dublin (UCD). Therefore, those who successfully complete these programmes receive their academic awards from UCD. This ensures our programmes combine the best of professional and university education.

LIA offers a breadth of educational courses ranging from Professional Certificate (Level 7 on the National Framework of Qualifications (NFQ)) to Postgraduate qualifications (NFQ Level 9). These qualifications entitle successful students to apply for professional designations, where relevant, for example QFA.

Recognised both inside and outside the Financial Services Industry, the QFA designation is the industry benchmark. It is the only qualification that meets the requirements for five of the six categories of retail financial products under the Central Bank of Ireland's Minimum Competency Requirements. The course that leads to this prestigious designation is LIA's *Professional Diploma in Financial Advice* (NFQ Level 7). For anyone providing or supporting financial advice the QFA designation signals their broad knowledge and understanding to clients and colleagues alike.

Two years ago, LIA launched the *Professional Diploma in Credit Union Advice* (NFQ Level 7) leading to the CUA designation for those working in the Credit Union sector. On foot of the success of the CUA, and in response to demand from within the sector, we have expanded our offering with a one-module qualification ideal for individuals in Board of Director, Supervisor and Manager roles in Credit Unions, whether in an employee or voluntary capacity. This new course, the *Professional Certificate in Credit Union Management, Control & Supervision* (NFQ Level 7), leads to the new designation CUG (Credit Union Governance) and will equip Directors, Supervisors and Managers of Credit Unions with the range of competencies necessary to run and manage their businesses. We are very excited about this new award and designation and look forward to welcoming many more successful Credit Union students, across both courses, in the years ahead.



In the last academic year we launched four new courses for those working in administrative and management roles in order to meet the broadening educational needs of our membership base. We intend to continue helping these members to develop themselves professionally and achieve qualifications appropriate to their positions, thus we are this year strengthening our portfolio of courses by restructuring the Professional Certificate in Front Line Management. The new restructured course is called the *Professional Certificate in People Management* (NFQ Level 7).

The highest level qualification offered by LIA is the *Graduate Diploma in Financial Planning* (NFQ Level 9). We are delighted that Financial Planning Standards Board Ireland (FPSB Ireland) has approved the Graduate Diploma in Financial Planning as meeting the educational requirement for the prestigious CERTIFIED FINANCIAL PLANNER™ or CFP® Certification. Following recent sittings of FPSB Ireland's Certification Exam, the first group of Irish CFP® certificants recently joined the international community of over 134,000 certificants.

The transition to online supports (Webinars, Quickinars, Take-a-Test, etc) is now complete for most of our Level 7 programmes. Rather than being restricted to a lecture schedule, students on these programmes have 24/7 access to online lectures (called Webinars) for the 2011/2012 academic year. The flexibility of time, pace and place of study, afforded to students by their use of these webinars allows for a better balance of work, study and home life. Online supports also provide the opportunity for repeated usage, enabling students to improve their learning by reviewing important topics and/or areas of difficulty.

As I mentioned, I am a past student of LIA myself, thus I have first-hand experience of how practical, relevant and useful the courses are, and I can certainly vouch for the fact that they have greatly assisted me to progress in my career. I recommend that you become an LIA student yourself – it is a rewarding and very worthwhile experience – one that will stand to you throughout your entire future career.

On behalf of LIA, I wish you the best of luck with your studies and exams during the 2011/2012 academic year.

A handwritten signature in black ink that reads "Ivan Kennedy". The script is fluid and cursive.

Ivan Kennedy, QFA FLIA
LIA President 2011

About LIA

LIA is a professional and educational association with over 8,000 members.

We provide Education and Personal and Professional Development for our members regardless of whether their role is in providing or supporting financial advice, in customer service or in back office administration. This is embodied by our mission:

"to improve the competence, standing and success of those who give and support financial advice".

The Association is committed to the ongoing professionalism of the industry through the following services:

- Relevant courses recognised by the industry;
- Regular regional seminars with speakers of national and international renown;
- National seminars and workshops;
- The Professional – our educational and professional development journal;
- Use of designations recognised by the industry;
- Opportunity to network, share experiences and develop business and personal relationships;
- The provision of a Continuing Professional Development Programme for QFAs (Qualified Financial Advisers), CUAs (Credit Union Advisers), CUGs (Credit Union Governance) and CPD members;
- MyCPD – An online learning system for achieving formal CPD hours for QFAs, CUAs, CUGs and CPD members. MyCPD is a joint venture of LIA and The Institute of Bankers in Ireland.

Links with other bodies

LIA has a policy of working in cooperation with other organisations on education and related matters.

LIA is happy to have formed close links with The Institute of Bankers in Ireland, The Association of Compliance Officers in Ireland, The Insurance Institute of Ireland, the Irish Brokers Association, the Professional Insurance Brokers Association, the Irish Insurance Federation, the Irish Tax Institute and the Independent Mortgage Advisors Federation.

LIA has also forged close links with the following International Associations/Bodies: MDRT, FPSB and FPA.

All LIA courses are now offered in partnership with The Institute of Bankers School of Professional Finance. The Institute is a Recognised College of University College Dublin (UCD).

History and Structure

LIA was originally founded in the UK in 1972 and the first Irish region was established in Cork in 1978.

Subsequently, regions were set up in Dublin, Limerick, Southeast, West of Ireland, Northeast, Northwest and Midlands. In May 1993, Life Insurance Association (LIA) Ireland became an autonomous body with the full support and encouragement of our colleagues in the UK.

LIA has a Board of Directors, a National Committee and eight Regional Committees which enable us to keep in contact with our members. To further aid the Association in its work we have a Finance Committee, an Education Committee, and a Membership Benefits Committee. Our office is located in 183 Kimmage Road West, where day-to-day running of the Association takes place.

Courses and Qualifications

Professional Certificate in Consumer Credit

Why Do This Course?

The Professional Certificate in Consumer Credit, a single module Level 7 qualification, examines all the major areas of consumer credit including credit agreements, loans, credit cards and hire purchase as well as looking at the Consumer Credit Act and Consumer Protection Code. Candidates are introduced to key areas such as risk-assessment, issues of over-indebtedness and the supports available to consumers who find themselves in difficulty repaying credit. This Professional Certificate also analyses the current types of associated assurance and insurance products currently on the market.

This course is designed to provide candidates with the ability to:

- Describe the growth of consumer credit protection and discuss the impact of consumer credit legislation on the Irish consumer and how this impacts on the provision of financial products and services to consumers;
- Discuss the pertinent credit issues, from the perspective of a lender and how they impact the consumer;
- Explain the concept of over-indebtedness and describe the supports and services available to consumers who are over-indebted;
- Analyse the consumer credit products and services available to consumers within the regulated framework.

This course satisfies the Central Bank's Minimum Competency Requirements for those who wish to sell, advise on or undertake specified activities, for the category of retail financial product 'Consumer Credit and Associated Insurances', subject to meeting CPD requirements.

MODULE

Consumer Credit* pg 52 €410

*LIA membership required



"It is vital that people availing of credit are treated in a fair and transparent manner at all times. I have no hesitation in recommending the Professional Certificate in Consumer Credit as it covers all the requirements for the sectors involved in Consumer Credit and clearly sets out the obligations and logic of compliance. Attaining success in this course has enhanced my confidence when advising our members in all aspects of Consumer Credit."

Brendan O'Leary CUA QFA

Professional Certificate in
Consumer Credit Graduate

Examinations

The exam for this module is as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%



Professional Certificate in Fraud Prevention

Why Do This Course?

Fraud is an escalating worldwide problem, unrestricted by jurisdictions and physical boundaries, affecting virtually every sector of financial services. Consequential losses from fraud run into millions each year. Preventative measures including educating staff on fraud awareness and detection are key defences against this crime.

The Professional Certificate in Fraud Prevention, a single module Level 7 qualification, aims to enable staff to prevent financial institutions from being victims of crime.

On successful completion of this course, candidates will be able to:

- Describe the main types of fraud including identity theft, card and internet fraud, counterfeit documentation, mortgage and other lending fraud;
- Understand the policies and procedures and internal controls intended to prevent fraud;
- Understand the relevant legal and regulatory environment;
- Identify fraudulent behaviour;
- Understand the policies and procedures regarding the preservation of evidence to secure successful prosecution.

MODULE

Fraud Prevention* pg 52 €410

*LIA membership required

Examinations

The exam for this module is as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

Professional Certificate in People Management



**NEW
COURSE**

Why Do This Course?

In an increasingly competitive market for financial services, business performance is driven by the skills, knowledge and behaviour of the staff delivering the service to customers. As they manage this critical interface, effective people managers are vital to success within the financial services industry. Moreover, the skills necessary to be an effective team leader or manager can be different from the skills that get people promoted to these positions.

This two module, Level 7 qualification will appeal to those who are newly appointed to a team leadership or people management role in financial services, or those who wish to equip themselves for such roles. The 2011/2012 academic year is the first time LIA is offering this course.

On successful completion of this programme, candidates will be able to:

- Describe the role, responsibilities and importance of the people manager in financial services and discuss the key attributes of a successful people manager;
- Explain how perceptions and attitudes affect the way in which individuals work and learn in organisations;
- Outline the people manager's role in developing and implementing HR strategy including planning and recruitment;
- Discuss the role of the people manager as coach in employee development and career management, including planning, recruitment, managing underperformance and absence management;
- Design a plan to implement a change programme;
- Discuss the impact of culture and managing multicultural teams on the organisation.

MODULES

Team Leadership*	pg 52	€410
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Leading for Strategic Advantage*	pg 52	€410
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*LIA membership required

Examinations

The exams for these modules are as follows:

- Written paper
- 2 hours duration
- Pass mark 50%

Professional Certificate in Mortgage Practice

Why Do This Course?

Mortgage providers have developed a wide range of products to meet market needs. A thorough understanding of underlying principles is essential if you are working in the area.

Understanding and establishing customer needs and capability is fundamental and when complimented with appropriate experience, ensures that you are in a position to deal comprehensively with enquiries and applications for residential mortgages and related investment products.

Graduates of the Professional Certificate in Mortgage Practice are awarded a Level 7 qualification, on the National Framework of Qualifications, from UCD. The Professional Certificate in Mortgage Practice meets the Central Bank's Minimum Competency Requirements for selling or advising on housing loans and associated insurances, subject to meeting CPD requirements.

On successful completion of this course candidates will be able to:

- Discuss the Irish residential mortgage market and demonstrate the impact of regulation and legislation on the provision of housing loans;
- Evaluate and compare different forms of housing loans on offer, and make a recommendation which takes account of the individual client's needs and the product benefits / limitations, security requirements, tax implications and the associated insurances;
- Describe and explain the sequence of mortgage application approval, draw down and repayment of the loan and detail the process for handling arrears on mortgage accounts;
- Describe the nature of land ownership and how property is purchased and explain the functions of the legal documents required to effect a residential mortgage and demonstrate the key role of the client's solicitor in the process.

MODULES

QFA Loans pg 50 €295

QFA Regulation* pg 51 €295

Mortgage Advice* pg 51 €295

*LIA membership required



"I would recommend the Professional Certificate in Mortgage Practice to anyone involved in or aiming to be involved in the mortgage sector. Over the past few years a lot has changed in this area, particularly in forbearance, and this course ensured I was up-to-date on every aspect. There is a very high level of detail in the course. The mortgage side is in the doldrums right now but will pick up again and I wanted to be ready for when it does."

Jonathan Martin QFA

Professional Certificate in Mortgage Practice Graduate

Examinations

The exams for QFA Loans and QFA Regulation are as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

The exam for Mortgage Advice is as follows:

- 2 hours duration
- Written paper with three questions
- Pass mark 50%

Professional Certificate and Diploma in Compliance

MODULES

The Professional Certificate in Compliance

PDC 1	pg 55	€680
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PDC 2	pg 55	€680
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The Professional Diploma in Compliance

PDC 3	pg 55	€680
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PDC 4	pg 55	€680
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Why Do This Course?

The Professional Certificate and Professional Diploma in Compliance are offered by LIA in partnership with the Association of Compliance Officers in Ireland (ACOI), The Insurance Institute of Ireland and The Institute of Bankers in Ireland.

The Professional Certificate in Compliance is awarded on successful completion of the first two modules (PDC1 & PDC2). The Professional Diploma in Compliance is awarded on successful completion of the final two modules (PDC3 & PDC4).

The Professional Diploma in Compliance satisfies the Central Bank's Minimum Competency Requirements for those who are *"acting for or on behalf of a regulated firm in adjudicating on any complaint communicated to that provider by a consumer which relates to advice about a retail financial product given to that consumer or the arranging of a retail financial product for that consumer by an individual acting for or on behalf of that provider"*, subject to meeting CPD requirements.

The Professional Certificate, a Level 7 qualification in its own right, is for those who would like a core understanding of the compliance function.

The Professional Diploma, also a Level 7 qualification, is designed to be the benchmark qualification for compliance professionals in all sectors of the financial services industry. It is aimed at people who work (or who aspire to work) in a management or professional capacity within the compliance function in financial services.

The Professional Certificate and Professional Diploma are designed to provide candidates with an understanding of:

- The theory and practice of regulation;
- The role and management of the compliance function;
- Fiduciary and ethical issues;
- The legal and regulatory environment – national and international;
- Compliance practice and corporate governance.

It also enhances your skills, judgement and ability to deal with practical issues in the management and practice of compliance in the financial services industry.

Examinations

The exams for PDC 1 and PDC 2 are as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

The exams for PDC 3 and PDC 4 are as follows:

- 3 hours duration
- Written paper
- Pass mark 50%

Professional Certificate in Credit Union Management, Control & Supervision

(leading to the designation CUG)

A black starburst badge with the text "NEW COURSE" in white, bold, uppercase letters.

Why Do This Course?

The Professional Certificate in Credit Union Management, Control & Supervision is an exciting new single module professional qualification for individuals acting in directorship, supervisory and management roles in Credit Unions. Leading to the designation CUG (Credit Union Governance), this course is ideal for Credit Union Board Directors, Supervisors and Managers whether in an employee or voluntary capacity.

In devising this new course and designation we were conscious of the comments by James O'Brien, Registrar of Credit Unions, in his opening address to the Credit Union Regulatory Forum, October, 2010 when he stated ... *"Board, Management and Staff must be equipped with the right range of competencies to run and manage the Credit Unions' business... members of Credit Unions should expect nothing less than the highest level of governance and competence from Boards and Managers of Credit Unions"*.

The single module of this course, Credit Union Practices, is shared with the Professional Diploma in Credit Union Advice and successful candidates can, if they wish, continue their education by then enrolling for the remaining three modules of the Professional Diploma in Credit Union Advice which leads to the designation CUA.

Successful candidates will receive the Professional Certificate in Credit Union Management, Control & Supervision from UCD*, which is accredited at Level 7 on the National Framework of Qualifications. In addition, successful candidates are entitled to use the designation Credit Union Governance (CUG), on application to LIA. The CUG designation is awarded subject to maintaining membership of LIA and attaining annual CPD requirements.

*UCD Accreditation Pending

On successful completion of this course candidates will be able to:

- Describe the ethos, structure and operation of Credit Unions;
- Understand the savings, loans and additional financial services which Credit Unions provide for their members;
- Understand the Governance and Compliance requirements - in particular, the roles and responsibilities of the Directors, Supervisory Committees, Officers and Managers in the general control, direction and management of the affairs, funds and records of Credit Unions;
- Describe and demonstrate the impact of the provisions of the Credit Union Act 1997 and various regulations, the Credit Unions' own rules, as well as various guidance notes issued by the Central Bank of Ireland, on the operation and management of Credit Unions, e.g. Liquidity Requirements, Reserving, Lending Practices and Accounting for Investment & Distribution Policy;
- Explain the main features, benefits, limitations and risks of different types of Non Life Insurance products and Life Insurance Savings & Investment products provided by Credit Unions acting as insurance intermediaries.

MODULE

Credit Union Practices* pg 51 €295

*LIA membership required

Examinations

The exam for this module is as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

Professional Diploma in Credit Union Advice

(leading to the designation CUA)

Why Do This Course?

The Professional Diploma in Credit Union Advice is an exciting professional qualification for Credit Union personnel, leading to the designation CUA.

The course is built on the foundations of the established QFA educational qualification, the Professional Diploma in Financial Advice, with which it shares three of the four modules.

The course is tailored to allow Credit Union staff to achieve a benchmark level of competency, specific to the requirements of their working environment. Indeed the CUA designation has been approved by the Central Bank as "*meeting the Minimum Competency Requirements for Non-Life Insurance products and Life Insurance Savings and Investments products provided by Credit Unions acting as insurance intermediaries*".

Successful students will receive the Professional Diploma in Credit Union Advice from UCD, which is accredited at Level 7 on the National Framework of Qualifications. In addition, successful candidates are entitled to use the designation Credit Union Adviser (CUA), on application to LIA. It is the CUA designation that is recognised for the purposes of Minimum Competency Requirements by the Central Bank, subject to maintaining membership of LIA and meeting CPD requirements.

On successful completion of this four module course candidates will be able to:

- Describe the ethos, structure and operation of Credit Unions;
- Demonstrate their competence in providing professional advice on the savings, loans and additional financial services which Credit Unions provide for their members, including the processes and implications involved;
- Explain the different types of investment and loan offerings generally available in the market place;
- Discuss and demonstrate the impact of regulatory and statutory obligations generally used in the provision of financial services, and in particular, as imposed on credit unions in relation to the administration, management and governance and the provision of financial services to members;
- Satisfy the Central Bank of Ireland's Minimum Competency Requirements (MCR) in explaining the main features, benefits, limitations and risks of different types of Non Life Insurance products and Life Insurance Savings & Investment products provided by Credit Unions acting as insurance intermediaries;
- Understand the Governance and Compliance requirements - in particular, the roles and responsibilities of the Directors, Supervisory Committees, Officers and Managers in the general control, direction and management of the affairs, funds and records of Credit Unions.



MODULES

QFA Investment	pg 50	€295
QFA Loans	pg 50	€295
QFA Regulation*	pg 51	€295
Credit Union Practices*	pg 51	€295

*LIA membership required

Examinations

The exams for these four modules are as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%



" I would recommend the CUA programme to Credit Union volunteers and employees as it deals with the products, services and regulations that apply to the Credit Union sector. On completion of the course a student will have a much better understanding of Credit Union regulations and a much better appreciation of the services and products that are relevant to Credit Union members. It is very practical in its presentation and would be an advantage to any Credit Union volunteer or employee."

Michael O'Conaill CUA QFA
Professional Diploma in
Credit Union Advice Graduate

Professional Diploma in Financial Advice

(leading to the designation QFA)

Why Do This Course?

The Professional Diploma in Financial Advice is the recognised benchmark qualification for all those who work in the financial services industry, and is a Level 7 qualification on the National Framework of Qualifications.

Successful students will receive the Professional Diploma in Financial Advice from UCD and in addition are eligible to apply to LIA, for the designation QFA (Qualified Financial Adviser). The QFA designation is the only qualification which satisfies the Central Bank's Minimum Competency Requirements for those who wish to sell, advise on, or undertake specified activities in five of the six categories of retail financial products as set out by the Central Bank, subject to meeting CPD requirements. Retention of the QFA designation is also subject to maintaining membership of LIA.

The QFA designation is increasingly being sought by industry employers when filling vacancies and promotional opportunities that arise in all areas of the financial services sector including management, sales support, as well as back office and administration functions. There are now over 15,000 QFAs in Ireland.

If you are a financial adviser, or if you aspire to becoming a financial adviser in the future, then the Professional Diploma in Financial Advice is the ideal qualification for you. The Professional Diploma in Financial Advice will enhance the breadth and depth of your knowledge to help you provide consumers with sound professional advice.

MODULES

QFA Life Assurance	pg 50	€295
QFA Pensions	pg 50	€295
QFA Investment	pg 50	€295
QFA Loans	pg 50	€295
QFA Regulation*	pg 51	€295
QFA Financial Planning*	pg 51	€295

*LIA membership required

Examinations

The exams for the first five modules are as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

The exam for QFA Financial Planning is as follows:

- 3 hours duration
- Written paper with three questions
- Pass mark 50%



This six module qualification is designed to provide candidates with the ability to:

- Provide competent advice to a consumer regarding their life assurance needs and the implications of decisions they may make;
- Discuss the need for, and types of, retirement provision available, and the regulation and restrictions on such provision;
- Explain the types of investment needs of consumers and the important issues arising as a result of these needs;
- Provide competent advice to consumers regarding the various loan offerings available, the process involved and the implications of these offerings to consumers;
- Describe relevant regulation that is used in the provision of financial services and the impact it has in this environment;
- Use analytical skills to make recommendations to clients regarding financial planning.



"I studied the Professional Diploma in Financial Advice so that I could get the QFA designation in order to meet the Central Bank's Minimum Competency Requirements. The course is very flexible and allows you to study at your own pace and in your own time, particularly with the online study supports such as Webinars and Take A Test. With the course behind me I'm much more confident when speaking with clients and above all that's the reason I would recommend it."

Catherine Edmonds QFA
Professional Diploma in
Financial Advice Graduate

Professional Certificate in General Insurance

(for QFAs)

Why Do This Course?

The Professional Certificate in General Insurance (for QFAs) expands on the Professional Diploma in Financial Advice to explain the concept of general insurance, the legal and insurance principles and explains the operation of insurance policies. It explains the underwriting procedures and policy wordings, the claims procedure and details the risk management process of general insurance policies.

The Professional Certificate in General Insurance (for QFAs) has been designed as a "bridge" for QFAs to also meet the Central Bank's Minimum Competency Requirements to advise on/sell "personal lines" general insurance products (e.g. motor, health, property and travel).

Those holding the designation QFA already meet the Central Bank's Minimum Competency Requirements to advise on/sell the other five categories of retail financial products.

On successful completion of this course QFAs will be able to:

- Describe the legal principles and regulatory framework within which the provision of general insurance products and advice operates;
- Explain the type of general insurance needs of consumers, the important issues arising as a result of these needs and matching those needs to products in the general insurance market;
- Evaluate underwriting procedures and policy wording;
- Summarise the claims procedure and the risk management process as they apply to general insurance products.

MODULE

General Insurance
for QFAs* pg 51 €295

* LIA membership required

* Candidates must hold the
QFA designation



"I already had the QFA but wanted to be able to avail of opportunities to cross-sell certain general insurance products. The Professional Certificate in General Insurance allowed me to do this and speak with more authority and confidence to customers who had General Insurance policies through our sister company (a general insurance company/broker). The course is a great addition for QFAs who wish to sell or advise on health insurance or other "personal lines" general insurance products."

Cleona Kinahan QFA FLIA
Professional Certificate in
General Insurance Graduate

Examinations

The exam for this module is as follows:

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

Professional Diploma in Management in Financial Services

Why Do This Course?

The Professional Diploma in Management in Financial Services is aimed at those who are working in or aspire to work in a management role within their organisation. Effective managers are flexible and can respond quickly.

Managers need to understand how their industry works and need to be aware of operational, accounting, marketing, financial and 'people' issues. This six module, Level 7, qualification provides candidates with the requisite skills to understand the performance of the economy and also guides them through the main functional areas of management including organisational decision making, the management of effective marketing, the interpretation and use of financial data within the business environment and getting the best out of your team.

This Professional Diploma is awarded on completion of six modules. The options within the course enable candidates to take a broad approach in order to develop a critical understanding of each management function or alternatively a more focused approach if they wish to gain a more specialist body of knowledge.

On successful completion of this course candidates will be able to:

- Appreciate the different facets of management that are required in carrying out/completing tasks, anticipating problems, and formulating solutions across different business functions;
- Reflect on their own working environment in the context of management theory;
- Apply management theory and techniques to well defined work situations.

Examinations

The exams for the Team Leadership, Leading for Strategic Advantage, Microeconomics, Macroeconomics, An Introduction to Marketing and Marketing Implementation modules are as follows:

- Written paper
- 2 hours duration
- Pass mark 50%

The exams for the An Introduction to Financial Accounting Information and Information for Management Decision Making modules are as follows:

- Calculation and written paper
- 2 hours duration
- Pass mark 50%

MODULES

Team Leadership* pg 52 €410

Leading for Strategic Advantage* pg 52 €410

Microeconomics* pg 53 €410

Macroeconomics* pg 53 €410

An Introduction to Financial Accounting Information* pg 53 €410

Information for Management Decision Making* pg 53 €410

An Introduction to Marketing* pg 54 €410

Marketing Implementation* pg 54 €410

*LIA membership required



Professional Diploma in Pensions

Why Do This Course?

The Professional Diploma in Pensions is a four module course. The course is a Level 7 qualification on the National Framework of Qualifications.

The Professional Diploma in Pensions is a specialised qualification, aimed at those working or aspiring to work in the pensions arena. It is designed to help students develop and understand the principles and procedures in relation to pensions and retirement in general. With such a wide range of pensions products on the Irish market a thorough understanding of underlying principles is essential if you are working in the area.

On successful completion of this course candidates will be able to:

- Discuss and describe the financial need for, and types of, retirement provision available, and the regulation and restrictions on such provision;
- Calculate the contribution required to provide a target level of future retirement benefit, based on different assumptions;
- Use analytical skills and understanding to provide professional advice to consumers, employers and pension scheme trustees on a wide range of supplementary retirement provision and related issues.

MODULES

QFA Pensions	pg 50	€295
QFA Regulation*	pg 51	€295
Retirement Provision*	pg 53	€390
Retirement Planning Advice*	pg 53	€390

*LIA membership required



"The Professional Diploma in Pensions is very well put together with a lot of practical examples which makes it easier to understand and remember the underlying principles and procedures in relation to pensions and retirement. My knowledge has broadened, especially in areas that I do not deal with directly in my job but which are still part of a very wide range of pensions products on the Irish market. I would definitely recommend this course especially to people working or aspiring to work in the pensions area. Once they complete the course, I am sure they will feel much more confident in their job."

Aldona Gad-Jordan, QFA

Professional Diploma in Pensions Graduate

Examinations

The exams for the Professional Diploma in Pensions are as follows:

QFA Pensions and QFA Regulation

- Multiple-choice
- 1.5 hours duration
- 80 questions
- Pass mark 50%

Retirement Provision and Retirement Planning Advice

- 2 hours duration
- Written paper
- Pass mark 50%

University Diploma in Financial Services

Why Do This Course?

The University Diploma in Financial Services is aimed at those who aspire to a management position in financial services and also offers a route to life-long learning. It is recognised in all sectors of the industry as a relevant qualification and is an excellent educational foundation for a management career in the industry.

A 12-module qualification with a mix of Business Studies subjects and Financial Services subjects, the University Diploma in Financial Services is awarded on successful attainment of 60 ECTS (European Credit Transfer System) credits. Five credits are attained on passing each module.

As well as being a Level 7 qualification in its own right, the University Diploma in Financial Services is also Stage 1 of the Bachelor of Financial Services, subject to completion of Microeconomics, Macroeconomics, An Introduction to Financial Accounting Information and Information for Management Decision Making. So when a candidate has completed the University Diploma, they may have also completed Stage 1 of the 3 Stage Bachelor of Financial Services qualification.

On successful completion of this qualification, candidates will be able to:

- Manage their own learning by offering opportunities through the curriculum to broaden their knowledge across a wide range of financial services activities as well as providing the ability to engage in limited specialisation;
- Describe the basic theories and practices underpinning the modules they study;
- Evaluate relevant information and formulate strategies to resolve well-defined problems;
- Communicate effectively with peers, supervisors and clients;
- Undertake further study with a degree of autonomy.

Examinations

Examinations for Financial Services modules are detailed elsewhere in this prospectus.

The exams for the Business Modules are as follows:

- 2 hours duration
- Written paper
- Pass mark 50%

MODULES

Financial Services Modules

Professional Diploma in Financial Advice (6 modules)	pg 18
Professional Certificate in General Insurance for QFAs	pg 20
Professional Diploma in Credit Union Advice (4 modules)	pg 16
Professional Certificate in Credit Union Management, Control & Supervision	pg 14
Professional Certificate in Mortgage Practice (3 modules)	pg 12
Professional Diploma in Pensions (4 modules)	pg 23
Professional Certificate in Compliance (2 modules)	pg 13
Professional Diploma in Compliance (2 modules)	pg 13
Professional Certificate in Consumer Credit	pg 8
Professional Certificate in Fraud Prevention	pg 10
Professional Certificate in People Management (2 modules)	pg 11
Professional Diploma in Management in Financial Services (6 modules)	pg 21

Module fees and LIA membership requirements for Financial Services courses are available on the relevant course pages

Business Modules

Marketing		
– An Introduction to Marketing*	pg 54	€410
– Marketing Implementation*	pg 54	€410
Economics		
– Microeconomics*	pg 53	€410
– Macroeconomics*	pg 53	€410
Financial Information		
– An Introduction to Financial Accounting Information*	pg 53	€410
– Information for Management Decision Making*	pg 53	€410
People Management		
– Team Leadership*	pg 52	€410
– Leading for Strategic Advantage*	pg 52	€410

*LIA membership required



"I undertook the University Diploma in Financial Services to compliment my existing professional standing and qualifications. I would recommend the course as it gives you a broad knowledge of business and management. While broad, it is also sufficiently in-depth to gain a good understanding of the subjects and how they are applied to business. The economic subjects were the ones I enjoyed best, it was good to broaden my understanding of this area. I enjoyed the studies and have been able to apply the knowledge I gained to my role as an auditor."

Joe Killeen QFA FLIA

University Diploma in Financial Services Graduate

Bachelor of Financial Services (BFS)

Why Do This Course?

The Bachelor of Financial Services (BFS) gives individuals a chance to develop knowledge of the major disciplines underpinning financial services at a practical and conceptual level, appreciate the critical elements of management in a financial services environment and be able to apply discipline, skills and judgements to practical problems. It is aimed at those who aspire to management and senior management careers in financial services.

This course provides a unique opportunity to acquire a qualification which has industry recognition and support, developed and modified by industry and academic subject leaders and which is accessible irrespective of working location. It is provided on a distance learning part-time basis.

The Bachelor of Financial Services (BFS), a Level 8 qualification, is awarded by UCD and is the only part-time financial services degree accredited by both European and American Academic accreditation bodies (EQUIS and AACSB respectively).

At Stage 1 all modules are provided as 5 ECTS (European Credit Transfer System) credit modules. At stages 2 and 3 modules are provided as double modules and earn 10 ECTS credits each. 60 ECTS credits are required to complete each stage.

The BFS aims to address the needs of those who aspire to management and senior management careers in financial services for rigorous and relevant education and development. It allows members to combine study for a university degree and professional examinations in an educationally effective way and its major objectives are to:

- Develop knowledge of the major disciplines underpinning financial services at a practical and conceptual level;
- Be able to apply analytical, interpretive, communication and problem solving skills in different contexts;
- Appreciate the critical elements of management in a financial services environment, including strategy formulations and implementation as well as contemporary issues facing the industry;
- Be able to apply disciplines, skills and judgements to practical problems.

The BFS provides a particularly effective approach to gaining a degree for LIA members who have been awarded the University Diploma in Financial Services.

Examinations

Students will be assessed by a combination of continuous assessment and end of term examinations.

MODULES

Stage 1

University Diploma in Financial Services (12 modules) pg 24

Stage 2 Core Modules

Finance €630

Investment €630

Management Information Systems €630

Stage 2 Optional Modules (3 from the following 4 modules)

Lending Assessment & Management €630

Treasury & Risk Management €630

Business Law €630

Nature & Role of Insurance & Reinsurance Markets €630

Stage 3

Strategy Formulation €630

Strategy Implementation €630

Corporate Responsibilities & Business Ethics €630

European Studies €630

Management of Financial Institutions €630

Strategic Human Resource Management €630



" I gained a very good overall view of the financial services industry and valuable information in areas that I had not studied previously including the nature and role of insurance and reinsurance and the management of financial institutions. The knowledge gained while completing the degree and particularly the strategy modules continues to be valuable in my day to day role. The modules are relevant and interesting and provide practical knowledge and skills that can be implemented immediately."

Fergus Cardiff, QFA FLIA

Bachelor of Financial Services Graduate

Graduate Diploma in Financial Planning

(Gateway to CFP® Certification)

Why Do This Course?

The Graduate Diploma in Financial Planning is a highly regarded post graduate qualification aimed at those who wish to develop their financial planning knowledge and skills to the highest international standards. This is a joint initiative of LIA, The Institute of Bankers in Ireland, and the Irish Tax Institute.

The Graduate Diploma in Financial Planning is delivered by The Institute of Bankers School of Professional Finance. The Institute is a Recognised College of University College Dublin (UCD).

This Graduate Diploma is ideal for Qualified Financial Advisers (QFAs), AITI qualified Registered Tax Consultants, Accountants, Business Graduates and other professionals who wish to enhance their knowledge and skills to postgraduate level. It will help them develop careers as professionals providing complex and wide-ranging financial planning for their clients.

Admission to the Graduate Diploma in Financial Planning will be open to the following:

- Honours Business graduates;
- QFAs with three years' relevant work experience;
- AITI qualified Registered Tax Consultants;
- ACIIs/FCIIs;
- Solicitors and Barristers;
- Members of the professional accountancy bodies (ICAI, ACCA, CIMA, ICPA).

On successful completion of the Graduate Diploma in Financial Planning candidates will be able to:

- Employ the constituent disciplines underpinning financial planning, including investments, pensions, taxation and estate planning;
- Apply the analytical, problem solving and decision making skills required to undertake complex and comprehensive financial planning;
- Evaluate economic, financial and other relevant data to create integrated financial plans;
- Integrate a deep understanding of professional values and ethical issues with excellence in financial planning execution.

Those who successfully complete the course will be awarded the Graduate Diploma in Financial Planning by UCD. This is a Level 9 qualification on the National Framework of Qualifications and carries 60 ECTS credits.

The Graduate Diploma is a gateway to the prestigious international certification – CERTIFIED FINANCIAL PLANNER™ (CFP®). CFP certification is the world's most widely respected financial planning certification and it marks the individual CFP professional as being knowledgeable, competent, ethical and professional to the highest global standards. At present there are 134,000 CFP professionals in 24 countries around the world and this number is expected to continue to grow at a steady pace.

Candidates for CFP certification must pass the Certification Examination of Financial Planning Standards Board Ireland Limited (FPSB Ireland). To meet the educational requirements for sitting the Certification Examination, individuals must hold both the Qualified Financial Adviser (QFA) designation and the Graduate Diploma in Financial Planning.



"I found the course hugely beneficial and informative and I am already applying many of the things that I learned in my day to day work with clients. The impact of completing the course at a personal level has been immense, as it has given me a new outlook on the financial planning discipline and an increased confidence in dealing with clients. The focused approach of the course has allowed me to expand my knowledge... the quality of my report writing has changed beyond recognition..."

Damian Wallace QFA

Graduate Diploma in Financial Planning Graduate

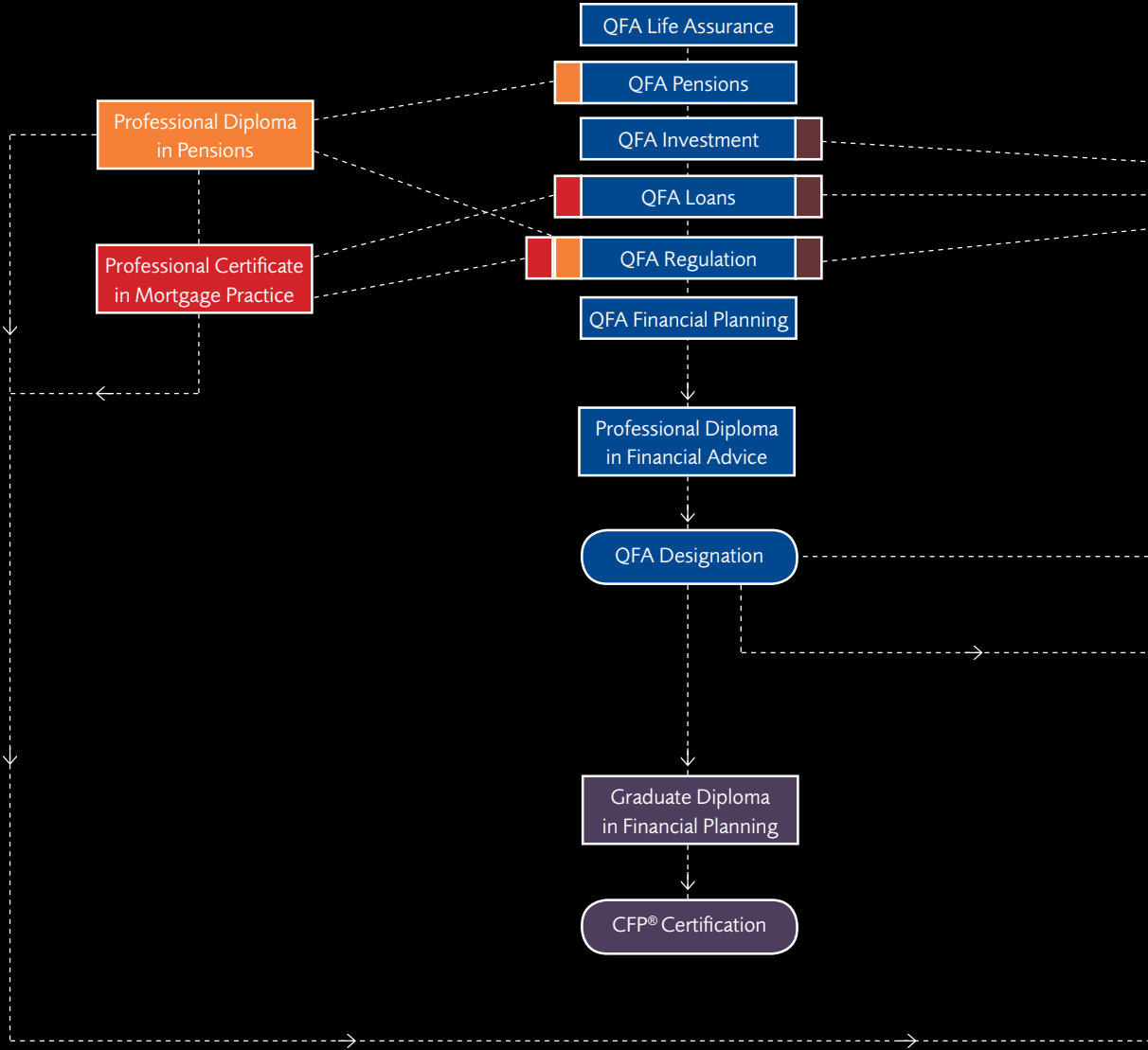
Examinations

Students will be assessed by a combination of examinations and continuous assessment, based on assignments and case studies.

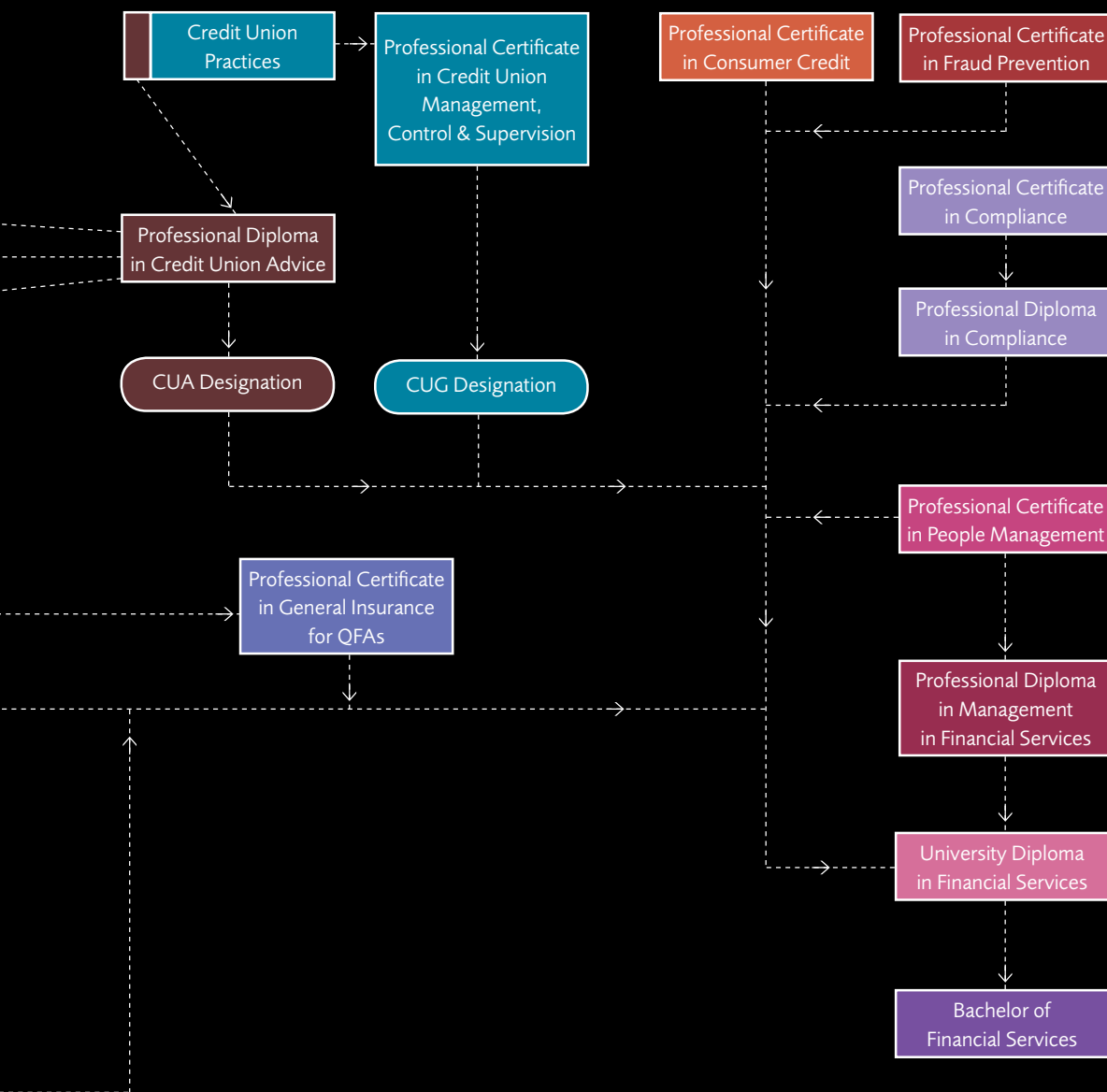
MODULES

Principles and Ethics of Personal Financial Planning	pg 54	€1,025
Tax and Estate Planning	pg 54	€1,025
Retirement Planning	pg 54	€1,025
Asset Management	pg 54	€1,025
Financial and Risk Management	pg 55	€1,025
Integrated Personal Financial Planning	pg 55	€1,025

Education Path



Modules are colour coded according to the course(s) the lead to.



Everything else you need to know

Everything else you need to Know

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Examination Schedule 2011/2012

Module	Term 1	
	Date	Time
QFA Life Assurance	7 January	12.30pm
QFA Pensions	21 January	9.30am
QFA Investment	14 January	3pm
QFA Loans	14 January	9.30am
QFA Regulation	21 January	12.30pm
QFA Financial Planning	7 January	3pm
General Insurance for QFAs	14 January	12.30pm
Credit Union Practices	7 January	12.30pm
Mortgage Advice	7 January	9.30am
Consumer Credit	21 January	3pm
Fraud Prevention		
Team Leadership	7 January	9.30am
Leading for Strategic Advantage		
Retirement Provision	7 January	3pm
Retirement Planning Advice	14 January	12.30pm
An Introduction to Financial Accounting Information	14 January	9.30am
Information for Management Decision Making		
An Introduction to Marketing	21 January	3pm
Marketing Implementation		
Microeconomics	7 January	3pm
Macroeconomics		
PDC 1	21 January	12.30pm
PDC 2		
PDC 3	7 January	3pm
PDC 4		

Term 2		Term 3	
Date	Time	Date	Time
12 May	12.30pm	8 September	12.30pm
26 May	9.30am	22 September	9.30am
19 May	3pm	15 September	3pm
19 May	9.30am	15 September	9.30am
26 May	12.30pm	22 September	12.30pm
12 May	3pm	8 September	3pm
19 May	12.30pm	15 September	12.30pm
12 May	12.30pm	8 September	12.30pm
12 May	9.30am	8 September	9.30am
26 May	3pm	22 September	3pm
26 May	9.30am	22 September	9.30am
19 May	12.30pm		
12 May	9.30am	8 September	9.30am
12 May	3pm	8 September	3pm
19 May	12.30pm	15 September	12.30pm
26 May	12.30pm		
12 May	3pm	8 September	3pm
12 May	12.30pm		
26 May	3pm	22 September	3pm
26 May	9.30am		
19 May	9.30am	15 September	9.30am
12 May	12.30pm		
19 May	12.30pm	15 September	12.30pm
19 May	3pm		
12 May	3pm	8 September	3pm

All of the modules are supported by online Webinars, with the exception of Retirement Provision and Retirement Planning Advice, which have face-to-face lectures subject to demand.

These dates and times for the academic year 2011/2012 are provisional at the time of going to print and are subject to change. All examinations are held subject to demand and, if necessary, additional sittings will be held – in such cases details will be available via LIA's website (www.lia.ie).

Registering on a course

Registering on a course

You can enrol online for the following courses:

- Professional Diploma in Financial Advice;
- Professional Diploma in Credit Union Advice;
- Professional Certificate in Credit Union Management, Control & Supervision;
- Professional Certificate in General Insurance (for QFAs);
- Professional Certificate in Consumer Credit;
- Professional Certificate in Fraud Prevention.

To enrol on any LIA course you can download the application form from our website www.lia.ie. Application forms can be submitted either by fax with credit card details or by post with cheque or credit card details.

LIA examination sittings take place in Athlone, Cork, Dublin, Galway, Letterkenny, Limerick and Waterford (subject to demand) for dates see the Examination Schedule on page 34.

Entry Requirements

All LIA courses are open to both school-leavers and graduates, unless otherwise specified. Some modules or courses require that other modules and/or courses are completed or enrolled on prior to enrolling. Such details are specified in the Course Contents section on pages 50 to 55.

LIA Membership is a requirement when enrolling on some modules and courses, this is specified throughout this Prospectus in the course pages and also in the Course Contents section for each module on pages 50 to 55.

Information on LIA membership can be found on page 47.

The Membership Application Form can be downloaded from LIA's website www.lia.ie, alternatively you can apply using our online facility.

Course Fees

Registration Fee

The registration fee for each module is indicated on the individual course page and includes examination entry, study manual, webinars as available, and access to our online student resources "Your LIA", for student supports. See page 41 for our full list of study supports.

Re-Registration Fee

Re-registration fees apply to students in the following circumstances:

- Students who have been unsuccessful in a previous exam;
- Students who have failed to attend on their chosen exam date;
- Students who are deferring to an alternative exam sitting.

Standard Re-Registration fee €145 includes:

- Entry to the examination;
- Access to "Your LIA" (online educational support).

If you are re-registering you should note that all manuals undergo major periodic updates. In particular manuals with tax / budgetary content are updated on an annual basis. It is your responsibility to ensure that you have the most up-to-date materials for your examination, including an up-to-date manual and it may be necessary to purchase an updated manual (at a re-issue cost of €35 per manual).

In all cases fees are non-transferable and non-refundable.

Closing Dates

	Final close off date
Term 1	28 October 2011
Term 2	2 March 2012
Term 3	27 July 2012

The close off dates above are correct at the time of printing and are subject to change. In order to ensure the most up-to-date information please check LIA's website (www.lia.ie) before enrolling.

Enrolment Checklist

Before submitting your application check the following list to ensure that you have fulfilled all the necessary requirements:

Have you fully completed and signed the appropriate course enrolment form?

Have you fully completed and signed the LIA Membership form (where applicable)?

Have you fully completed and signed the Course Payment form?

Have you included the appropriate fee or has your CLO (Company Liaison Officer) signed the appropriate section on the Course Payment form?

Have you applied for credits or exemptions (if applicable)?

If enrolling on more than one module have you checked to ensure that the dates and times of exams do not clash?

Credits and Exemption Options

Credits

You are entitled to a credit if you have a relevant prior LIA qualification or part qualification and no application is necessary. You can then register directly for the remaining modules of your chosen course.

If you have completed a module with The Institute of Bankers in Ireland or The Insurance Institute of Ireland that is also an LIA module then you are entitled to be awarded a credit from the same module with LIA, without payment of a fee. To apply send a copy of your relevant result transcript and a cover letter to LIA's Education Department.

Exemptions

Exemptions to UCD Awards

You may apply for an exemption if you have completed an external course and the modules are not offered by LIA. There must be an overlap of 80%, or more, in the course material for an exemption to be awarded.

In any Professional Certificate or Professional Diploma programme a maximum of 50% of the modules may be exempted. The maximum of 50% can only be exempted when the course you have completed is on the same National Framework of Qualifications (NFQ) Level as the LIA course. Courses at a lower NFQ Level than the LIA course can only be exempted to a maximum of 25% of the course modules.

A list of Approved Exemptions is available on our website, www.lia.ie. If your course is not listed you are required to check the National Framework of Qualifications to ascertain what level your qualification is placed at and then submit all the necessary documentation to LIA for approval.

Exemptions must be applied for in advance of registering for a module. Should a candidate be unsuccessful in a module examination they are precluded thereafter from applying for an exemption in that module.

Bridge to Designations

If your prior qualification, including any regulatory qualification from outside the Republic of Ireland, is at a lower level on the National Framework of Qualifications than the LIA course and you wish to apply for exemptions of 50% or more of a course (that leads to a designation) rather than go with the maximum 25% allowable for a course you can opt to enrol on one of our bridge courses.

For the QFA designation (rather than register on Professional Diploma in Financial Advice) candidates register instead for the Bridge to QFA Designation. The Bridge to QFA Designation is effectively the same course as the Professional Diploma in Financial Advice except that on completion students will not gain the UCD award. Successful students will however still achieve the QFA Designation on application to LIA.

The Bridge to CUA Designation, for CUA candidates, is the same course as the Professional Diploma in Credit Union Advice except that on completion students will not gain the UCD award. Successful students will however still achieve the CUA designation on application to LIA.

Exemptions must be applied for in advance of registering for a module. Once an exemption has been successfully awarded, you can enrol on either of our bridge courses by downloading the appropriate form from the exemptions section of LIA's website www.lia.ie.

How to Apply for an Exemption

1. View the exemption guidelines on our website to see what exemptions you are entitled to;
2. Print off the Exemption Application Form on our website www.lia.ie;
3. Complete the exemption form and submit it to LIA along with:
 - a. A photocopy of your parchment and / or a transcript of results (as required);
 - b. Relevant course syllabus;
 - c. Exemption fee (€50 per module – please note these fees are not refundable regardless of exemption being granted or not).

Once you have submitted this information to LIA, a decision will be made regarding your exemption(s) application(s) and you will receive a response as soon as possible.

Exemption fees are non refundable even if the exemption is not awarded.

Once Registered

On initial registration candidates will receive a registration letter from LIA, outlining the details of the registration along with their course material. Registrations are normally processed within 10 working days of receipt by LIA – subject to all being in order with the application.

The commitment candidates need to give depends on the course they are going to study. It is recommended that for Level 7 modules, students should invest 100 to 125 hours of study, with modules above Level 7 requiring additional study time. Success requires commitment to a tough study regime. The commitment required is considerable and whilst a couple of hours a week may suffice at the early stage this needs to build up, on a gradual basis to a couple of hours a day as the curriculum year progresses. Regular usage of the student supports is vital and statistics have shown that usage has a very positive impact on exam results.

Our online student resource "Your LIA" (on www.lia.ie) is very useful and should be checked regularly during your courses of study. An examination attendance letter will be available in "Your LIA" two weeks in advance of the chosen examination date. This letter must be brought to the exam.

Pass Mark

All modules have a pass mark of 50%. The single pass mark of 50% for all Professional Diploma and Professional Certificate modules has implications for MCQ (Multiple Choice Question) assessed modules. For these modules correct responses will attract 3 marks, incorrect responses -1 mark and no response 0 marks.

Examination Regulations

All students are advised that the conduct of the examinations is governed by the Examination Regulations of The School of Professional Finance. Candidates are asked to read these regulations (available in "Your LIA") before sitting their examination and will be asked to sign a declaration stating that they have read, understood and agree to be bound by the examination regulations.

Study Supports

LIA is committed to ensuring that our students have access to a wide range of educational supports. These supports are in place to give every student a fair chance of passing a fair exam.

All courses offered by LIA, with the exception of the Graduate Diploma in Financial Planning, are distance learning courses.

The Graduate Diploma in Financial Planning is a lecture based programme, with each module being delivered by way of twelve two and a half hour lectures/workshops. Lecturers provide research articles and case studies as part of the programme.

Below are the supports available for distance learning modules. The transition to online study supports is now complete for all Level 7 modules, except Retirement Provision and Retirement Planning Advice. We advise all students to avail of the Study Supports as we have established a firm link between their use and exam success.

Manual

The study manual is the biggest study support available to you. It is vital that you have a thorough knowledge of all areas covered in the manual - there is no substitute for studying the manual. As candidates studying QFA Financial Planning are required to have a knowledge of all six modules on the Professional Diploma in Financial Advice, up-to-date manuals for the other five modules are available to download from "Your LIA".

Examination/Study Guide

The Examination/Study Guide introduces you to the module you are studying. It outlines the course structure, exam rubric, webinar/lecture structure and chapter weightings. This is an invaluable study aid for students. It is recommended that all students access this document (from "Your LIA") at the start of their studies.

Online Webinars

These are pre-recorded lectures, available on our website, for all modules, except Retirement Provision and Retirement Planning Advice. Each webinar is of 30/35 minute duration, available 24/7 and is a key support in revising the course material. The flexibility of time, pace and place of study, afforded to students

allows for a better balance of work, study and home life. Webinars also provide the opportunity for repeated usage, enabling students to improve their learning by reviewing the important topics or any areas of difficulty.

Lectures

For the Retirement Provision and Retirement Planning Advice modules there are lectures available, over the course of a weekend, subject to demand.

Online Quickinars

Short web-based interactive presentations covering the areas found to cause students the most difficulty in their examinations.

Online "Take A Test"

This tool allows students to take sample tests, either on a chapter-by-chapter or a full test basis. On completion of each test students are given an individual test analysis report which details which questions were answered incorrectly, the exact sub-section reference in the manual and the learning outcome associated with it, allowing students to identify the gaps in their learning. "Take A Test" exactly mirrors the standard and structure of the live exam. This tool is available for all MCQ (Multiple Choice Question) assessed modules.

Online Past Papers and Tips for Written Papers

For written examinations, past papers are made available on LIA's website. Additionally a "Tips for Written Papers" document is made available to aid students in the transition from multiple choice examinations to written papers. For those sitting QFA Financial Planning there is also a Case Study Handbook available.

Online Feedback from Previous Exam Sittings

Available in "Your LIA" is feedback from previous multiple choice exams, outlining the areas which caused difficulty to students in the previous exam sittings.

Online Result Analysis Report

Those who are unsuccessful in their multiple choice exam are provided with individual feedback on their performance in the exam. Students should use this report to help identify gaps in their knowledge and assist them in their preparation for their next re-sit exam.



The professional association for those
who give and support financial advice

QFA Certificate

This is to certify that

John Murphy

having passed the prescribed examinations has been
awarded the designation

Qualified Financial Adviser

and is entitled to use the letters

member of LIA and the Institute
of Financial Planners

After the Exam

Exam Results

Results will be issued provisionally via "Your LIA" for all Financial Services modules. Provisional Results are then taken to the Examination Board where the results and any awards accruing are ratified. Following the release of the Provisional Results it is recommended that unsuccessful candidates re-register at that point rather than wait for the Ratified Results.

Ratified results for examinations are released following the meeting of the Examination Board approximately eight weeks following the examination sitting.

Results for the following modules are released as ratified only: Team Leadership, Leading for Strategic Advantage, Microeconomics, Macroeconomics, An Introduction to Financial Accounting Information, Information for Management Decision Making, An Introduction to Marketing and Marketing Implementation.

Due to the confidential nature of results they are not issued by phone or to personal callers, but are available online in "Your LIA" (www.lia.ie).

Designations

The Professional Diploma in Financial Advice leads to the designation QFA (Qualified Financial Adviser), the Professional Diploma in Credit Union Advice leads to the designation CUA (Credit Union Adviser), and the Professional Certificate in Credit Union Management, Control & Supervision leads to the designation CUG (Credit Union Governance). In order to use the respective designations, QFA, CUA and CUG candidates must apply to LIA's CPD Department within a specified time frame upon successful completion of the final module of their course.

Continuing Professional Development – CPD

All QFA, CUA and CUG designation holders are required to comply with their CPD requirements as set out in the Continuing Professional Development (CPD) Programme. For QFAs, the programme is run under guidelines issued by the QFA Board, while LIA's CPD Department issues guidelines for CUAs and CUGs.

In order to maintain their designation QFAs, CUAs and CUGs must undertake a number of CPD hours each year. CPD helps QFAs, CUAs and CUGs to keep their designation current and ensures that those who qualified in the past are as knowledgeable as those qualifying today. Additionally, QFAs and CUAs undertake CPD to remain compliant with the Central Bank's Minimum Competency Requirements (see www.centralbank.ie).

The content of CPD hours must be directly relevant to providing advice to consumers on retail financial products in relation to the designation or accreditation held. For QFAs and CUAs this is a condition reflected in the Central Bank's Minimum Competency Requirements. In order to meet their annual CPD requirements QFAs, CUAs and CUGs must complete at least 15 CPD hours each year. Failure to comply fully with the CPD programme will ultimately result in the loss of your QFA, CUA or CUG designation.

Further details on the CPD Programme for QFAs, CUAs and CUGs can be obtained from www.lia.ie or by calling LIA's CPD Department on 01 4563890.

Course Programme Background

School of Professional Finance (SPF)

LIA programmes are offered in partnership with The Institute of Bankers School of Professional Finance. The Institute is a Recognised College of University College Dublin (UCD). Therefore, those who successfully complete these programmes receive their academic awards from UCD.

National Framework of Qualifications

The National Framework of Qualifications (NFQ) has been in place since 2003. The NFQ is designed for the development, recognition and award of qualifications based on standards of knowledge, skill and competence acquired by learners. The Framework consists of 10 levels, from basic learning to Doctoral awards. Throughout this prospectus, you will see the NFQ level and Award Type to which a programme leads alongside other related information to help you understand and compare programmes of education and training. The NFQ can help you as the learner to plan your education, training and career progression and help you make informed choices about the qualifications you choose and to recognise the progression routes that may be open to you upon successful completion.

The website for the National Framework of Qualifications – www.nfq.ie – has been designed to meet the individual interests of learners, advisors, employers/recruiters and providers. It is worth visiting for more detailed information about the National Framework of Qualifications.

Since the 2010/2011 academic year all LIA courses offer a qualification that is recognised through the NFQ and will assure the student that their qualification is recognised both at home and abroad.

Course	Level on the NFQ
Professional Certificate in Consumer Credit	Level 7
Professional Certificate in Fraud Prevention	Level 7
Professional Certificate in People Management	Level 7
Professional Certificate in Mortgage Practice	Level 7
Professional Certificate in General Insurance for QFAs	Level 7
Professional Certificate and Diploma in Compliance	Level 7
Professional Certificate in Credit Union Management, Control and Supervision	Level 7
Professional Diploma in Credit Union Advice	Level 7
Professional Diploma in Financial Advice	Level 7
Professional Diploma in Pensions	Level 7
Professional Diploma in Management in Financial Services	Level 7
University Diploma in Financial Services	Level 7
Bachelor of Financial Services Degree	Level 8
Graduate Diploma in Financial Planning	Level 9

Minimum Competency Requirements

On 25th July 2006, the Central Bank (then called the Financial Regulator) published Minimum Competency Requirements (MCR) which apply to individuals who, on a professional basis, act for or on behalf of a regulated firm to provide advice to consumers on retail financial products, arrange or offer to arrange retail financial products for consumers or undertake certain specified activities.

For the purposes of the Central Bank's Minimum Competency Requirements (MCR), retail financial products have been divided into six categories as follows:

- Life Assurance Protection Policies;
- General Insurance Policies;
- Shares and Bonds and other Investment Instruments;
- Savings, Investment and Pension Products;
- Housing Loans and Associated Insurances;
- Consumer Credit and Associated Insurances.

Recognised Qualifications

Compliance with the Central Bank's Minimum Competency Requirements can be achieved by attainment of a recognised qualification through LIA or another professional educational body.

LIA currently offer five courses recognised under MCR:

- The Professional Diploma in Financial Advice, leading to the QFA designation;
- The Professional Certificate in General Insurance (for QFAs);
- The Professional Diploma in Credit Union Advice, leading to the CUA designation;
- The Professional Certificate in Mortgage Practice;
- The Professional Certificate in Consumer Credit.

Continuing Professional Development (CPD)

To comply with MCR, all accredited individuals, both those who hold a recognised qualification and those who are grandfathered, must complete CPD to ensure that they keep their knowledge and skills up-to-date. For further information on CPD please see Continuing Professional Development on page 43 of this prospectus.



LIA Membership

By joining LIA, you demonstrate your commitment to your chosen profession.

An annual fee is payable to join your professional association, LIA. See table below for membership rates. A discount of €50 will apply to annual subscriptions paid by direct debit or by company group payment arrangement. There has been no increase in membership rates since 2005.

See LIA's website (www.lia.ie) for membership application forms or to apply using our online facility.

Types of Membership

The types of LIA membership are:

Standard Members

Standard Membership applies to those who do not hold an LIA qualification but who wish to avail of our many benefits, and also to students where membership is required for the module(s) they are studying.

Qualified Members

Qualified Membership applies to those holding one or more LIA qualifications and/or designations. Anyone in the process of completing their first diploma course will be deemed to be unqualified until such time as they have successfully completed all modules.

CPD Members

CPD Membership applies to those who are accredited under the Central Bank's grandfathering rules and who meet the minimum standards through their years of experience in specific areas of the Industry. These members may apply to LIA as a grandfathered individual i.e. CPD Member. The final date for grandfathered accreditation was 31 December 2007. Those who were accredited by that date may still apply for CPD Membership of LIA. CPD Members participate in LIA's valuable CPD Programme.

Membership Rates From 01/09/2011 - 31/08/2012

	Normal Rate	Direct Debit/ Company Group Rate
Standard Membership	€190	€140
CPD Membership	€200	€150
Qualified Membership (except Fellowship and University Diploma*)	€200	€150
Fellowship Membership	€237	€187
University Diploma* Membership	€237	€187

* University Diploma in Financial Services was previously known as JFSD

Benefits of LIA Membership

LIA has three categories of members:

- Standard Members
- Qualified Members
- CPD Members

The following benefits are available to **Standard Members**:

- *Professional recognition*
 - widely recognised and respected education courses on the National Framework of Qualifications (NFQ)
- *Access to updated manuals* at discounted rates (order form available on www.lia.ie)
- *Regional and National Seminars & Events* presented by widely respected and experienced speakers
 - CPD Seminar Programme (with 50 seminars each year) providing professional and technical knowledge
 - Sales Idea Sharing and Motivational Seminars/ Workshops, LIA National Sales Day
 - Opportunity to network, share experiences and develop business and personal relationships
 - Social events in 8 regions nationwide
 - Discounts on our programme of CPD seminars and other events
- *The Professional*, our quarterly educational and professional development journal including:
 - Factsheet pull-out with every issue, and
 - Long Term Asset Returns once a year
- *LIA website facilities*, particularly the members' section, called "Your LIA", which offers:
 - access to back issues of The Professional and Factsheets
 - access to Financial Planning Connections a quarterly PDF newsletter offered in conjunction with the Financial Planning Association (FPA)
 - customisable business and finance news feeds
 - previous exam results
 - capability to print result transcript(s) for your records
 - and much more...simply log on to www.lia.ie
- *Regular member updates*
 - Quarterly LIA email Newsletter
 - Monthly, region specific, CPD Seminar and Events Circular
- Membership of LIA opens up *access to international bodies* such as FPSB, MDRT, and FPA
- *FREE membership of LIA's Golf Society*. If you are interested in joining LIA's Golf Society just contact LIA, or update your profile options in "Your LIA"

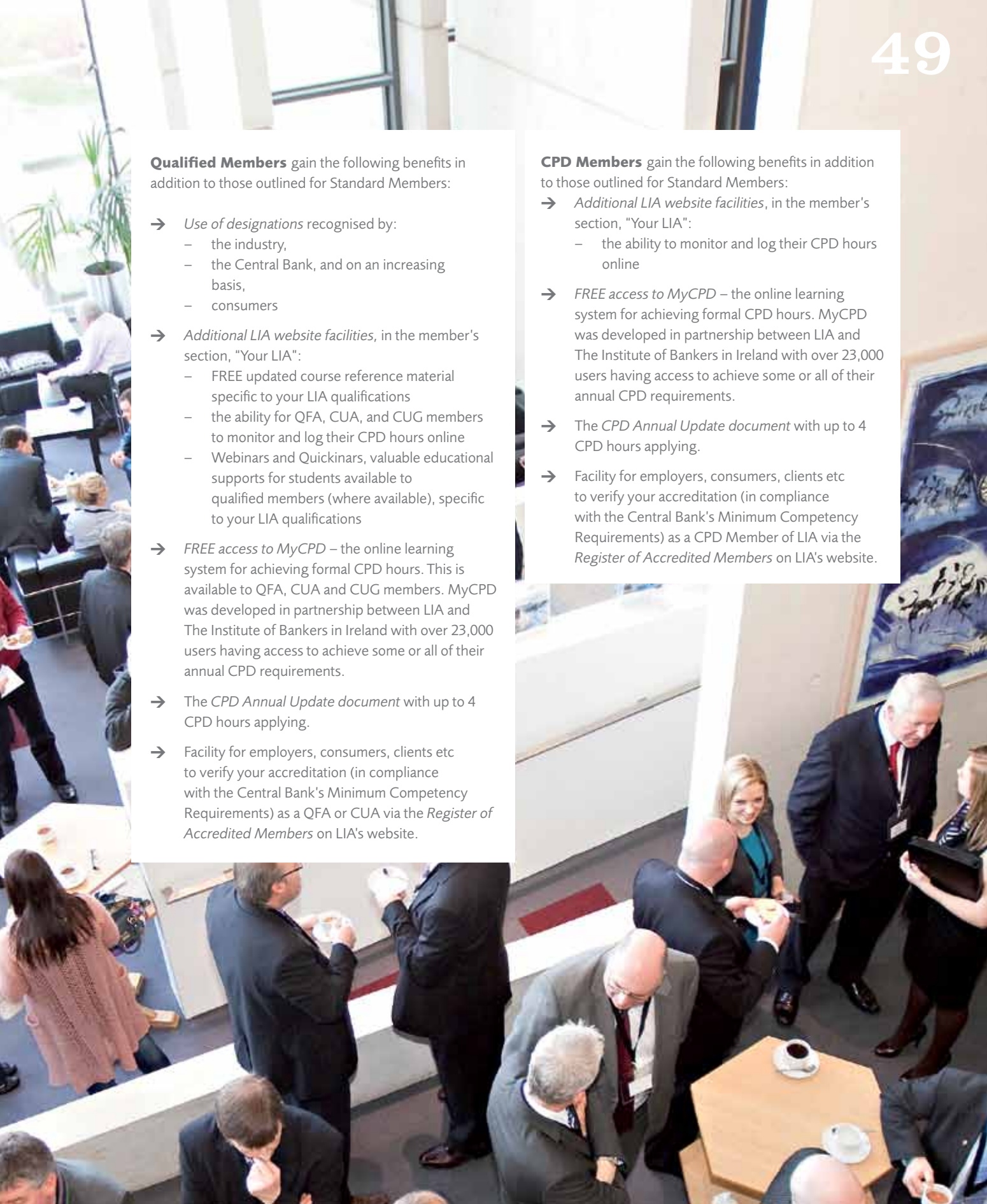


Qualified Members gain the following benefits in addition to those outlined for Standard Members:

- *Use of designations* recognised by:
 - the industry,
 - the Central Bank, and on an increasing basis,
 - consumers
- *Additional LIA website facilities*, in the member's section, "Your LIA":
 - FREE updated course reference material specific to your LIA qualifications
 - the ability for QFA, CUA, and CUG members to monitor and log their CPD hours online
 - Webinars and Quickinars, valuable educational supports for students available to qualified members (where available), specific to your LIA qualifications
- *FREE access to MyCPD* – the online learning system for achieving formal CPD hours. This is available to QFA, CUA and CUG members. MyCPD was developed in partnership between LIA and The Institute of Bankers in Ireland with over 23,000 users having access to achieve some or all of their annual CPD requirements.
- The *CPD Annual Update document* with up to 4 CPD hours applying.
- Facility for employers, consumers, clients etc to verify your accreditation (in compliance with the Central Bank's Minimum Competency Requirements) as a QFA or CUA via the *Register of Accredited Members* on LIA's website.

CPD Members gain the following benefits in addition to those outlined for Standard Members:

- *Additional LIA website facilities*, in the member's section, "Your LIA":
 - the ability to monitor and log their CPD hours online
- *FREE access to MyCPD* – the online learning system for achieving formal CPD hours. MyCPD was developed in partnership between LIA and The Institute of Bankers in Ireland with over 23,000 users having access to achieve some or all of their annual CPD requirements.
- The *CPD Annual Update document* with up to 4 CPD hours applying.
- Facility for employers, consumers, clients etc to verify your accreditation (in compliance with the Central Bank's Minimum Competency Requirements) as a CPD Member of LIA via the *Register of Accredited Members* on LIA's website.



Course Contents

This is a summary of the syllabus and not a full statement of content. Contents are subject to change.

QFA Life Assurance

Personal Financial Needs
 Life Assurance Companies
 Temporary Assurances
 Whole of Life Assurances
 Serious Illness Cover
 Business Insurances
 Savings and Investment Policies
 Pension Policies
 Annuities
 Taxation of Policy Benefits
 Starting a Policy
 Paying Out Benefits
 Wills and Succession Act Rights
 Inflation and Compound Interest

QFA Pensions

The Need for Retirement Provision
 Taxation
 State Pension Benefits
 Personal Pension Plans
 Personal Retirement Savings Accounts (PRSAs)
 Occupational Pension Schemes
 AVCS
 Small Self Administered Pension Schemes
 Annuities
 Approved Retirement Funds
 Pension Fund Limits
 Pension Fund Investment
 Investment Restrictions
 Pension Adjustment Orders
 Regulation
 Other Employee Benefits

QFA Investment

Financial Services Market
 The Economic Environment
 Main Investment Asset Classes
 Deposits
 Quoted Shares and Bonds
 Tracker Bonds
 Collective Investment Schemes
 Exchange Traded Funds, Film and BES
 Derivatives
 Unquoted Shares and Share Incentives
 Company Law and Accounting
 Market Abuse Regulations
 Intermediary Reporting Obligations and Offshore Investments
 Credit Union Investment

QFA Loans

Introduction to Consumer Loan Needs
 Housing Loans
 Types of Housing Loans
 Costs
 Taxation
 Risks
 Specialist Lending
 Housing Loan Insurances
 Regulation of Housing Loans
 Comparing Housing Loans
 Obtaining a Housing Loan
 Debt Restructuring and Equity Release
 Handling Mortgage Arrears
 Legal Proceedings for Debt Recovery
 Consumer Credit
 Personal Loans
 Consumer Hire Agreements
 Credit Sale Agreements
 Associated Insurance
 Security
 Consumer Credit Act
 Consumer Protection Code

QFA Regulation

Why Governments Regulate Financial Services Providers
 Different Forms of Regulation
 Regulatory Entities and their Functions
 Intermediaries
 Consumer Protection Code
 Markets in Financial Instruments Directive
 Anti Money Laundering Obligations
 Distance Marketing
 Protection and Privacy
 Credit Unions
 Financial Services Ombudsman
 Pensions Ombudsman
 Investor Compensation
 Competence
 Unfair Terms in Consumer Contracts
 Tax Evasion

To enrol on this module membership of LIA is required.

QFA Financial Planning

Personal Financial Planning
 Fact-finding
 Personal Financial Needs and Objectives
 Retirement Benefit Options
 Estate Planning
 Marriage Breakdown
 Product Comparisons and Evaluations
 Personal Taxation
 Managing the Investment Risk
 Trustee Investments
 Developing a Recommendation
 Client Reviews
 Case Studies

To enrol on this module membership of LIA is required; candidates must also have enrolled for, passed or be exempt from the first five QFA modules.

General Insurance for QFAs

General Insurance
 Risks and Insurance Market
 Healthcare System and Private Medical Market
 General Insurance Legal Principles
 General Insurance Products

- Motor
- Health
- Package Policies

 Underwriting Procedures and Policy Wordings
 General Insurance Claims
 General Insurance Market Regulation
 Non-insurance Services

To enrol on this module membership of LIA is required; candidates must also have already successfully completed the Professional Diploma in Financial Advice and hold the QFA designation.

Credit Union Practices

Conditions of Registration
 Credit Union Services
 Operation of Credit Unions
 Regulation of Credit Unions
 Insurance Services

To enrol on this module membership of LIA is required.

Mortgage Advice

The Irish Residential Mortgage Market
 Statutory Bodies and Legislation
 Property and Land Ownership
 Matching the Borrowers Needs
 Specialised Lending
 Application Process
 Taxation and Reliefs
 Mortgage Completion Process
 Handling Arrears
 Handling Complaints

To enrol on this module membership of LIA is required.

Consumer Credit

Consumer Credit Protection
Consumer Credit Act and Consumer Protection Code
Provisions of Relevant Codes of Conduct applying to Regulated Financial Services Providers and Retail Credit Firms
Consumer's Rights under Contract Law
Consumer Credit - Areas Covered
 Overdrafts
 Credit Cards
 Personal Loans
 Hire Purchase Loans
 Credit Sale Agreements
 Consumer Hire Agreements
 Regulation of Credit Intermediaries
 Money Lending and Pawnbroking
Advertising and Offering of Consumer Credit
Form and Content of Credit Agreements
Credit Institutions and Customer Charges
Associated Insurances
 Permanent Health Insurance
 Payment Protection Insurance
 Return to Invoice Insurance
Credit Risk
Security for Consumer Credit Lending
Recovery of Personal Advances
Credit Rating
Anti Money Laundering Provisions
Consumers and Data Protection

To enrol on this module membership of LIA is required.

Fraud Prevention

Legal and Regulatory Framework
Impact of Fraud on Financial Institutions
Fraud in the Irish and UK Banking System
Preservation of Evidence
Types of Fraud
 Account Opening
 Cheque
 Card
 Counterfeit Documentation
 Internet Fraud
 Phishing
 Identity Theft
 Mortgage Fraud
 Other Lending Fraud
 Staff Fraud

To enrol on this module membership of LIA is required.

Team Leadership

Role of the People Manager
Self Awareness
Managing Stress
Giving Feedback
Coaching Others and Delegating Effectively
Team Motivation
Managing Performance
Managing Absence
Behaviour in Organisations
Managing Conflict

To enrol on this module membership of LIA is required.

Leading for Strategic Advantage

Group Dynamics
Building and Leading Effective Teams
Negotiating Effectively
Networking
Employee Development and Career Management
Organisational Culture and Behaviour
Managing Change
Decision making in Organisations
Leadership in Organisations

To enrol on this module membership of LIA is required.

Retirement Provision

Pension Coverage
 The National Pensions Reserve Fund
 Retirement Funding
 Funding Calculations
 Defined Benefit Scheme Funding
 Investment Asset Classes
 Investment Management
 Collective Investment Schemes

To enrol on this module membership of LIA is required.

Retirement Planning Advice

Setting Up an Occupational Pension Scheme
 Occupational Pension Scheme Design
 Employers Obligations
 Investment Fund Choice
 Changing Jobs
 Benefit Options
 Resolving Disputes

To enrol on this module membership of LIA is required.

Microeconomics

Overview of Economic Systems
 Resource Allocation
 Price, Demand, Supply
 Elasticity
 Competition
 Markets

To enrol on this module membership of LIA is required.

Macroeconomics

Economic Growth
 Inflation
 International Trade
 Employment
 National Income
 Money and Banking
 Monetary and Fiscal Policy
 Balance of Payments
 Monetary Union

To enrol on this module membership of LIA is required.

An Introduction to Financial Accounting Information

Users of Accounts and their needs
 Fundamental principles and concepts of accounts and reporting
 Primary financial statements
 Interpretation
 Audit reporting

To enrol on this module membership of LIA is required.

Information for Management Decision Making

Management Accounting
 Techniques for use in Decision Making
 Costs and their Management
 Cost / Value / Profit
 Budgeting, planning and control
 Investment appraisal

To enrol on this module membership of LIA is required.

An Introduction to Marketing

Role of Marketing in Financial Services
Competitor Analysis
Consumer Behaviour
Relationship Marketing
Marketing Information and Research
Contemporary Issues in Marketing including Reputation, Corporate Social Responsibility, and e-commerce

To enrol on this module membership of LIA is required.

Marketing Implementation

The 4 Ps
Product Development (Product)
Pricing (Price)
Target Marketing and Distribution (Place)
Marketing Communications (Promotion)
Branding
Devising a Marketing Plan

To enrol on this module membership of LIA is required.

Principles and Ethics of Personal Financial Planning

Economic Concepts
Legal Concepts including Contract Company and Partnership Law
Time Value of Money Concepts and Calculations
Financial Planning Process
Regulatory and Ethical Environment
Assessment of Risk Tolerance
Soft Skills

Asset Management

Role of Investment
Asset Classes
Investor Types
Investment Structures and Markets
Market Equilibrium
Fundamental Market Value
Derivatives
Efficient Markets
Risks - Types and Measurement
Modern Portfolio Theory
Behavioural Finance
Portfolio Management
Property Management
Alternative and Socially Responsible Investing
Portfolio Construction
Investment Management and Measurement

Retirement Planning

Need for Retirement Provision
State Pensions
Personal Retirement Provision
Employer/Employee Pensions Schemes
Retirement Benefit Arrangements
Pension Fund Limits
Pension Fund Investment
Investment Restrictions
Marriage Breakdown and Pensions Adjustment Orders (PAO)
Regulation of Pensions Arrangements
Other Employee Benefits
Fact-finding for Retirement Planning
Retirement Planning
Case Studies

Tax and Estate Planning

Income Tax
Capital Gains Tax
Capital Acquisitions Tax (including taxation of gifts and inheritances)
Succession and Estate Planning
Philanthropy
Fundamentals of Corporation Tax and Stamp Duty
International Issues

Financial and Risk Management

Personal Financial Ratios
 Financing Strategies
 Cash Flow Management
 Financial Statements
 Business Financial Statements
 Personal Protection Needs
 Temporary Insurance
 Whole of Life Assurances
 Serious Illness Insurance
 State Ill Health Benefits
 Savings and Investment Policies
 Taxation of Policy Benefits
 Legal Issues Regarding Life Insurance

Integrated Personal Financial Planning

Fact-finding
 Use of Financial Mathematics and Spreadsheets in Financial Planning
 Segmented Financial Planning for Special Circumstances
 Comprehensive Financial Planning
 Multi-disciplinary Case Studies

Before enrolling for the Integrated Personal Financial Planning module students must have:

1. Successfully completed the four Year 1 Graduate Diploma in Financial Planning modules and
2. Be currently registered for/have completed the Financial and Risk Management module

PDC 1

Role and Management of Compliance Functions
 Fiduciary Responsibility
 Ethics
 Regulation Theory and Practice
 Statutory Bodies and Regulators

PDC 2

The Consumer Credit Act 1995
 Anti Money Laundering Requirements / Terrorist Offences
 Data Protection
 Markets in Financial Instruments Directive

PDC 3

Authorisation and Supervision
 Legal Environment
 Insider Dealing and Market Abuse
 Non Statutory Rules
 International Issues

To enrol on this module membership of ACOI is required; To enrol for this module candidates must have successfully completed the Professional Certificate in Compliance.

PDC 4

Compliance Practice and Promotion
 Audit
 Ethics and Integrity
 Corporate Governance

To enrol on this module membership of ACOI is required; To enrol for this module candidates must have successfully completed the Professional Certificate in Compliance.



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who give and support financial advice

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