



# Model Curriculum

**Qf Name: Mutual Fund Distributor**

**Qf Code: BSC/Q3802**

**Qf Version: 4.0**

**NSQF Level: 3**

**Model Curriculum Version: 1.1**

Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India  
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## Training Parameters

<b>Sector</b>	BFSI
<b>Sub-Sector</b>	Fund Investment & Services
<b>Occupation</b>	Independent Financial Advisory and Agency
<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/3311.0202
<b>Minimum Educational Qualification and Experience</b>	<ul style="list-style-type: none"> <li>• Grade 10</li> <li>OR</li> <li>• 8th grade pass and pursuing continuous schooling in regular school with vocational subject</li> </ul>
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 years
<b>Last Reviewed On</b>	21/09/2021
<b>Next Review Date</b>	21/09/2024
<b>NSQC Approval Date</b>	21/09/2021
<b>Qf Version</b>	4.0
<b>Model Curriculum Creation Date</b>	21/09/2021
<b>Model Curriculum Valid Up to Date</b>	21/09/2024
<b>Model Curriculum Version</b>	1.1
<b>Minimum Duration of the Course</b>	420 Hours, 0 Minutes
<b>Maximum Duration of the Course</b>	420 Hours, 0 Minutes

## Program Overview

This section summarizes the end objectives of the program along with its duration.

### Training Outcomes

At the end of the program, the learner will be able to:

- Apply proper techniques to conduct market research on mutual funds and sell the products
- Employ proper procedure to perform after-sales activities
- Employ suitable practices to maintain data integrity and data privacy
- Dramatize how to communicate effectively with guests, colleagues, and superiors to achieve a smooth workflow
- Apply health, hygiene, and safety practices at the workplace
- Use resources at the workplace optimally

### Compulsory Modules

The table lists the modules, their duration and mode of delivery.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>Bridge Module</b>	<b>04:00</b>	<b>00:00</b>	<b>00:00</b>	<b>00:00</b>	<b>04:00</b>
Module 1: Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor	04:00	00:00	00:00	00:00	04:00
<b>BSC/N3805- Conduct Market Research on Mutual Funds and Sell the Products NOS Version No. 2.0 NSQF Level 4</b>	<b>36:00</b>	<b>65:00</b>	<b>60:00</b>	<b>00:00</b>	<b>161:00</b>
Module 2: Conduct Market Research and Sell the Products	36:00	65:00	60:00	00:00	161:00
<b>BSC/N3807- Perform After-Sales Activities NOS Version No. 2.0 NSQF Level 4</b>	<b>56:00</b>	<b>79:00</b>	<b>60:00</b>	<b>00:00</b>	<b>195:00</b>
Module 3: Perform After-Sales Activities	56:00	79:00	60:00	00:00	195:00
<b>NG-Lx-ES-00002-2022-v1-DGT: Employability Skills (60 Hours) NOS Version No. 1.0 NSQF Level 4</b>	<b>24:00</b>	<b>36:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 4: Employability Skills	24:00	36:00	00:00	00:00	60:00



<b>Total Duration</b>	<b>120:00</b>	<b>180:00</b>	<b>120:00</b>	<b>00:00</b>	<b>420:00</b>
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# Module Details

## Module 1: Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor

### Bridge Module

#### Terminal Outcomes:

- Outline the overview of Skill India Mission
- Discuss the Banking Industry and its sub-sectors
- Define the role and responsibilities of Mutual Fund Distributor

<b>Duration:</b> 04:00	<b>Duration:</b> 00:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the objectives and benefits of the Skill India Mission</li> <li>• Describe the scope of Banking Industry and its sub-sectors</li> <li>• Discuss job role and opportunities for a Mutual Fund Distributor</li> <li>• List the basic terminologies used in banking services</li> </ul>	NA
<b>Classroom Aids</b>	
Whiteboard, Flip Chart, Markers, Duster, Projector, Laptop with charger, Projector screen, Power Point Presentation, 2.1 Laptop External Speakers.	
<b>Tools, Equipment and Other Requirements</b>	
NA	

## Module 2: Conduct Market Research and Sell the Products

Mapped to BSC/N3805, v 2.0

### Terminal Outcomes:

- Apply proper techniques to analyse mutual fund market to identify the top-performing funds, customer interests, trends, etc.
- Role play on how to liaise with the existing customers to gain customer perspective on the mutual fund market performance
- Discuss various documents required for sale and purchase of mutual funds
- Explain the methods to handle customers and their queries

<b>Duration: 36:00</b>	<b>Duration: 65:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Outline the legal and related regulations and functions of the national financial and regulatory authorities with regards to mutual funds like SEBI, etc.</li> <li>• Describe the methods of analysing mutual fund market to identify the top-performing funds, customer interests, trends, etc. and studying the features of identified top mutual funds and factors influencing them</li> <li>• Discuss various types of mutual fund schemes, their characteristics, and structure</li> <li>• Explain the standard methods of calculating risk adjusted returns, annual growth rate, Net Asset Value (NAV), and other accounting formulae that help in determining returns of mutual fund schemes</li> <li>• State the significance of gathering and analyzing the latest insights for regular stock market updates</li> <li>• Explain the process of creating customer profile</li> <li>• Describe the standard procedure of conducting risk profiling and identifying the financial requirements and goals of the customer</li> <li>• List various documents required for sale and purchase of mutual funds</li> <li>• Describe the methods to handle customers and their queries</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a sample comparative analysis report of top mutual fund schemes with other major indices such as SENSEX, NIFTY, etc.</li> <li>• Role play on how to liaise with the existing customers to gain customer perspective on the mutual fund market performance</li> <li>• Dramatize a situation to approach the leads or prospective customers for sale and apprise them of mutual fund schemes and the functioning of mutual fund market as per the standards</li> <li>• Role play on how to suggest the appropriate mutual fund schemes as per the customer’s preference and inform them about the benefits, success factors, past and projected performance, risk levels, terms and conditions, dividends, and other payments to be made</li> <li>• Dramatize a situation to respond to and resolve customer queries</li> </ul>
<b>Classroom Aids</b>	
Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point Presentation Laptop with charger, Participant Handbook and Related Standard Operating Procedures, 2.1 Laptop External Speakers.	



<b>Tools, Equipment and Other Requirements</b>
Customer's FAQ, Sample comparative analysis report, etc.



## Module 3: Perform After-Sales Activities

Mapped to BSC/N3807, v 2.0

### Terminal Outcomes:

- Role play a situation to assist the customer in completing the process of top-up/switch/redemption of mutual fund schemes
- Apply proper techniques to plan and execute regular engagement with customers for periodic review of customers' financial goals
- Describe effective techniques for up-selling and cross-selling, based on revised financial goals of the customer
- Show how to update the customer's data on NFO (New Fund Offering)

<b>Duration: 56:00</b>	<b>Duration: 79:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the standard procedure to submit the request of customers for top-up/switch/redemption and mark lien on the mutual fund units</li> <li>• Explain the standard procedure to update the KYC details, nomination, etc.</li> <li>• Discuss effective techniques for up-selling and cross-selling, based on revised financial goals of the customer</li> <li>• State the significance of maintaining relationship with customers, and updating the customer on mutual fund and responding to their queries and concerns regarding the mutual fund schemes held by them</li> <li>• Elaborate the risk-assessment methods for the customer portfolio in the changing market scenario</li> </ul>	<ul style="list-style-type: none"> <li>• Role play a situation to assist the customer in completing the process of top-up/switch/redemption of mutual fund schemes</li> <li>• Dramatize on how to provide assistance to the customers in completing the procedure for lien marking on the mutual fund units and aid them in updating/changing the details for nominee, bank, address, etc.</li> <li>• Employ proper practices to plan and execute regular engagement with customers for periodic review of customers' financial goals</li> <li>• Role play a situation to respond to customers' queries and concerns regarding mutual fund schemes, assist them in estimating the risks and factors involved in their current portfolio and advise them to revisit and restructure their existing portfolio according to their new financial goals</li> <li>• Dramatize a situation on how to inform the customers regarding performance of mutual fund schemes and the impact on their investment and update them on NFO (New Fund Offering)</li> </ul>
<b>Classroom Aids</b>	
Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point Presentation Laptop with charger, Participant Handbook and Related Standard Operating Procedures, 2.1 Laptop External Speakers.	
<b>Tools, Equipment and Other Requirements</b>	
Sample customer portfolio, NFO (New Fund Offering)	

## Module 4: Employability Skills

*Mapped to NG-Lx-ES-00002-2022-v1-DGT*

### Terminal Outcomes:

- Introduction to employability skills
- Constitutional values - citizenship
- Becoming a professional in the 21st century
- Basic English skills
- Career development & goal setting
- Communication skills
- Diversity & inclusion
- Financial and legal literacy
- Essential digital skills
- Entrepreneurship
- Customer service
- Getting ready for apprenticeship & jobs

<b>Duration: 24:00</b>	<b>Duration: 36:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss employability skills required for jobs in various industries</li> <li>• Explain ways to explore learning and employability portals</li> <li>• Discuss the significance of legal values, including civic rights and duties, citizenship, responsibility towards society etc. And personal values and ethics such as honesty, integrity, caring and respecting others, etc.</li> <li>• Explain the significance of 21st century skills for employment</li> <li>• Describe the benefits of the continuous learning</li> <li>• Explain how to read and understand routine information, notes, instructions, mails, letters etc. Written in english</li> <li>• List the difference between job and career</li> <li>• Communicate and behave appropriately with all genders and pwd</li> <li>• Discuss how to escalate any issues related to sexual harassment at workplace according to posh act</li> <li>• List common components of salary and compute income, expenses, taxes, investments etc</li> <li>• Discuss relevant rights and laws and use legal aids to fight against legal exploitation</li> <li>• Identify and list different types of entrepreneurship and enterprises and</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to follow environmentally sustainable practices</li> <li>• Role play the 21st century skills such as self-awareness, behaviour skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. In personal and professional life</li> <li>• Practice the use basic english for everyday conversation in different contexts, in person and over the telephone</li> <li>• Write short messages, notes, letters, e-mails etc. In english</li> <li>• Prepare a sample career development plan with short- and long-term goals, based on aptitude</li> <li>• Practice following verbal and non-verbal communication etiquette and active listening techniques in various settings</li> <li>• Roleplay how to work collaboratively with others in a team</li> <li>• Roleplay how to escalate any issues related to sexual harassment at workplace according to posh act</li> </ul>

<p>assess opportunities for potential business through research</p> <ul style="list-style-type: none"> <li>• Identify and list sources of funding, anticipate, and mitigate any financial/legal hurdles for the potential business opportunity</li> <li>• Explain how to identify different types of customers</li> <li>• Identify and list apprenticeship opportunities and register for it as per guidelines and requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to select financial institutions, products and services as per requirement</li> <li>• Practice how to carry out offline and online financial transactions, safely and securely</li> <li>• Operate digital devices and carry out basic internet operations securely and safely</li> <li>• Demonstrate the use of e- mail and social media platforms and virtual collaboration tools to work effectively</li> <li>• Practice the of use basic features of word processor, spreadsheets, and presentations</li> <li>• Develop a sample business plan and a work model, considering the 4ps of marketing product, price, place and promotion</li> <li>• Role play how to respond to customer requests and needs in a professional manner</li> <li>• Show how to follow appropriate hygiene and grooming standards</li> <li>• Create a sample professional curriculum vitae (résumé)</li> <li>• Practice how to search for suitable jobs using reliable offline and online sources such as employment exchange, recruitment agencies, newspapers etc. And job portals, respectively</li> <li>• Show how to apply to identified job openings using offline /online methods as per requirement</li> <li>• Demonstrate how to answer questions politely, with clarity and confidence, during recruitment and selection</li> </ul>
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**Classroom Aids:**

Charts, Models, Video presentation, Flip Chart, White-Board/Smart Board, Marker, Duster

**Tools, Equipment and Other Requirements**

PPE, Basic Stationary, digital devices as per the requirement.

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Banking, Financial Services, and Insurance/ Retail Asset management	5	Banking, Financial Services, and Insurance/ Retail Asset management	1	Banking, Financial Services, and Insurance/ Retail Asset management	NA

Trainer Certification	
Domain Certification	Platform Certification
“Mutual Fund Distributor”, “BSC/Q3802, v2.1”, Minimum accepted score is 80%	“Trainer”, “MEP/Q2601, v1.0” with a scoring of minimum 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Banking, Financial Services, and Insurance/ Retail Asset management	5	Banking, Financial Services, and Insurance/ Retail Asset management	1	Banking, Financial Services, and Insurance/ Retail Asset management	NA

Assessor Certification	
Domain Certification	Platform Certification
“Mutual Fund Distributor”, “BSC/Q3802, v2.1”, Minimum accepted score is 80%	“Assessor”, “MEP/Q2701, v1.0” with the scoring of minimum 80%

## Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

### 1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records
- If the batch size is more than 30, then there should be 2 Assessors.

### 2. Testing Environment: Assessor must:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

### 3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME should be verified by the other subject Matter Experts along with the approval required from SSC
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 is for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

### 4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

### 5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate



6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage and are stored in the Hard Drives

## References

## Glossary

Term	Description
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of the training</b> .
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module</b> . A set of terminal outcomes help to achieve the training outcome.



## Acronyms and Abbreviations

<b>Term</b>	<b>Description</b>
<b>Qf</b>	Qualification
<b>NSQF</b>	National Skills Qualification Framework
<b>NOS</b>	National Occupational Standards
<b>TVET</b>	Technical and Vocational Education and Training
<b>DD</b>	Demand Draft
<b>GST</b>	Goods and Services Tax
<b>MIS</b>	Management Information System
<b>NEFT</b>	National Electronic Funds Transfer
<b>PAN</b>	Permanent Account Number
<b>TAT</b>	Turnaround time