



RUKMINI DEVI

Institute of Advanced Studies

App. by AICTE, HRD Ministry, Govt. of India & Aff. to G.G.S. I.P. University, Delhi

- Category 'A' Institute
 - High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA. Member of AIMA



Guest lecture on Wealth Management

Topic :	“Guest lecture on Wealth Management” by Mr. Abhishek Goyal, cluster head bancassurance, Royal Bank of Scotland for students of MBA III
Date of event :	September 23, 2011
Aim of the Event	<p>Wealth management is the key to greater success. Even if you're already highly successful as a traditional CPA, you probably realize that the best way to achieve even greater success is to provide comprehensive wealth management to your clients. Recognizing the above and the basic fact that the Universities and colleges have to perform multiple roles, like creating new knowledge, acquiring new capabilities and producing an intelligent human resource pool through challenging teaching, research and extension activities. RDIAS organized a guest Lecture for the MBA III students. The main objective of the guest lecture was:-</p> <ul style="list-style-type: none">• To provide information about how funds of customers are managed by banks.• To give a brief description of relationship managers' role in managing wealth.• To give information about funds allocation in different

	investment opportunities.
Description of the event	<p>The speaker gave a brief introduction on how banks work, from where banks earn money, what are the lucrative prospects for a bank etc. He also explained the difference between AUA & AUM. AUA stands for “Assets under Administration” and AUM “Assets under management”. AUA includes savings + term deposits + mutual funds + insurance policies held by a customer, where as AUM only includes mutual funds and insurance policies. He also explained the 4 tier relationship manager hierarchy of banks:</p> <ul style="list-style-type: none"> ✓ I tier is about mass banking, ✓ II is known as power ventage ✓ III is vengog or priority banking ✓ IV is private banking. <p>He tried to explain the profile of a “Relationship Manager” in banks. He is the one who acts as a portfolio designer for a client and maintains long term relationship with the customer for the bank.</p> <p>He also touched the concept of caps known as small cap, medium cap and large cap in banking and explained it in brief. Mr. Abhishek showed a questionnaire that a relationship</p>

manager uses to ascertain the investment experiences of prospects and to know his risk bearing capacity. He also explained how customer's response can be used to understand the perception of prospects. He stated some of the examples like CCVF where long term investment can be made.

With this he ended the lecture & answered the questions of students related to investment banking, scope of marketing in banking sector etc.

We hope that are students learn to be wealth creators in the future.