

## What is the Essentials of Investment Consulting program?

The Essentials of Investment Consulting (EIC) certificate program, administered by the Investment Management Consultants Association<sup>SM</sup> (IMCA<sup>®</sup>), is an online learning program that provides financial professionals the opportunity to master core concepts of investment consulting.

## What is the format of EIC?

The program incorporates a comprehensive set of educational content and self-evaluation tools into an online, self-study environment. Each of the 12 learning modules offers written educational content, comprehension questions, and an application assignment along with a self-assessment tool. There also are three quizzes offered during the 12-module online learning path, and several audio recordings presented by subject matter experts.

The entire program is estimated to take 24–36 hours to complete. Participants are allotted 11 months to finish the program, so they can easily fit it into their schedules and work through it at their own pace. The online platform makes it easily accessible anywhere and anytime, allowing participants to acquire advanced education without sacrificing valuable time away from the office.

## Who would benefit from the EIC curriculum?

The EIC learning program is ideal for financial services professionals and internal sales desk staff who wish to enhance their fundamental knowledge of core topics related to the investment consulting process.

## How does EIC compare to CIMA certification?

EIC is an excellent introductory step on the CIMA career path. The Certified Investment Management Analyst<sup>SM</sup> (CIMA<sup>®</sup>) certification program is a credentialing program for investment consultants with at least three years of experience who want to attain a level of competency as an advanced investment consultant. Because about 85 percent of the EIC content is tied to the Qualification Examination Detailed Content Outline in the CIMA Candidate Handbook, EIC is an excellent pre-study tool for the certification program. This tool is best for CIMA candidates who have not had much experience with investment consulting and would like a more in-depth overview of the materials.

Please note the Qualification Exam topics and exam weightings are taken from the CIMA Candidate Handbook as approved by the CIMA Certification Commission. IMCA's education department has no knowledge of actual exam content. The material and content published in EIC are for educational purposes only and do not guarantee an exhaustive compendium of exam questions covered. The CIMA Certification Commission neither endorses nor recommends this material.

## What does the EIC content cover?

- **Algebra and Statistics:** Calculate mathematical problems using common notation, simple algebra, and basic statistics
- **Time Value of Money and Rates of Return:** Perform time value of money calculations and learn to calculate different rates of return
- **Fixed Income-Duration and Yield:** Perform various bond calculations
- **Measuring Risk:** Calculate risk using different models and formulas
- **Performance Measurement:** Measure a portfolio's composite performance and risk
- **Capital Markets:** Describe the major characteristics of the capital markets, modern portfolio theory, and the efficient frontier and what they tell us about risk and return
- **Asset Allocation:** Describe the major asset classes, categories, styles, strategies, and structures
- **Alternative Investments:** Describe alternative investments including various types and structures
- **Investment Policy:** Describe the investment policy statement and the investment consultant/client relationship
- **Manager Search and Selection:** Describe the manager search and selection process
- **Due Diligence:** List key elements of performance reporting standards from IMCA, CFA Institute, and the SEC
- **Portfolio Evaluation:** Describe different benchmarking techniques and the role of performance attribution in portfolio evaluation

Learn more at [www.imca.org](http://www.imca.org).

## How much does EIC cost?

No. Users	Off-the-Shelf EIC (no customizations)	Customized EIC
1-4	\$595 for IMCA members \$795 for non-members	Contact Lara Davies at 303.850.3081 or <a href="mailto:ldavies@imca.org">ldavies@imca.org</a> for group customization costs.
5-9	\$545 per user	
20+	\$495 per user	

## Can EIC be customized for large groups?

The EIC program was developed with a firm's specific needs in mind. IMCA can customize the program for individual companies or groups to include participant discussion boards, group activities, a case study, and the ability for key stakeholders to have oversight of their participants' progress through online progress reports or, if desired, direct interaction and involvement with participants.

## Is there more information about EIC available?

For more information, visit <http://www.imca.org/main/do/EIC>. For additional questions, to set up a Webinar, or to discuss options for designing a custom program, please contact Lara Davies at [ldavies@imca.org](mailto:ldavies@imca.org) or 303.850.3081.

## What are the benefits of joining IMCA before pursuing the EIC Certificate or CIMA certification?

EIC is a valuable tool for professionals who want to expand their knowledge but are not quite ready to start the CIMA certification process. By joining IMCA when they register for EIC, individuals gain access to excellent educational resources and support. Since 1985, IMCA has delivered the premier investment consulting and wealth management credentials as well as world-class educational offerings through its membership, conferences, research, and publications. An annual membership fee of \$395 provides access to:

- **Subscriptions to IMCA publications:** *Investments & Wealth Monitor*, a bi-monthly educational magazine; *IMCA Research Quarterly*, featuring proprietary, in-depth research analyzed and reported in collaboration with Cerulli Associates; *Journal of Investment Consulting*, an academic publication focused on empirical, graduate-level research; *IMCA Case Study Connections*, an electronic publication presenting an institutional or high-net-worth client situation along with two potential solutions written by advisors and consultants; *Legislative Intelligence*, a monthly e-mail update of regulatory and legislative changes affecting investment consultants and wealth management professionals; and *IMCA Insight*, a members-only, bi-weekly e-newsletter featuring industry news and educational content.
- **Subscription to *BusinessWeek* magazine.**
- **Substantial discounts on education and certification offerings**, including conference registration, application and relicensing fees, and *IMCA Audio Broadcasts*.
- **Members-only access to premier Web-based content and resources**, including model RFP forms, customizable questionnaire templates, and hundreds of online peer-reviewed articles.
- **Networking opportunities through IMCA's LinkedIn group.**
- **Affinity programs with online content or software providers**, including Horsesho.com, Roubini.com, and IPS AdvisorPro®.

Learn more at [www.imca.org](http://www.imca.org).