

KESDEE eCoach for the CFA[®] Level I Program

**Online tutorial that helps prepare you for the Chartered
Financial Analyst (CFA[®]) Level I Program**



Brochure guide 

www.kesdee.com

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- **CFA Institute**
- **CFA[®] Program**
- **Course of Study for CFA[®] exam**
- **eCoach for the CFA[®] Level I Program**
- **eCoach Course Structure**

CFA Institute

A global membership organization that awards the Chartered Financial Analyst[®] (CFA[®]) designation, CFA Institute leads the Investment Industry by setting the highest standards of ethics and professional excellence and vigorously advocating fair and transparent capital markets. Visit CFA Institute's website <http://www.cfainstitute.org/>

CFA[®] Program

CFA[®] Program is a self-study, graduate-level program for Investment Professionals. The three-year program requires you to study for and pass three levels of exams. If you pass the exams and meet other requirements, you earn a CFA[®] charter.

You earn a CFA[®] charter by

- Signing up for the CFA[®] Program
- Studying for and passing the three exams sequentially
- Meeting professional and ethical requirements

The Chartered Financial Analyst[®] designation is meant for people:

- Who seek professional certification
- Who want to develop their skills or the skills of their employees
- Who want to assess skills of current or potential employees

Benefits

The CFA[®] charter is the designation of excellence in the investment community.

If you're looking for an educational challenge where you build a fundamental knowledge of investment principles that is relevant in every market around the world, then the CFA[®] Program is right for you and your firm.

Benefits for You:

- **Credibility:** Clients and colleagues regard you with a presumption of expertise
- **Competitive Advantage:** Employers and Clients want the experience that comes with the CFA[®] charter.
- **Connections:** You'll join a Global Network of more than 80,000 professionals
- **Recognition:** You'll earn a designation praised by employers and media

Benefits for Your Firm:

- A cost-effective and efficient way to increase the knowledge and professionalism of your staff
- A global program that tracks the needs of the industry and employers like you
- A measure of job applicants' competence and integrity

Course of Study

As a CFA® Program candidate, your course of study is determined by the Candidate Body of Knowledge™ (CBOK). The CBOK is grounded in practice. This means that panels and surveys of current investment professionals have determined the knowledge, skills, and abilities you'll need to succeed in the workplace. This practice analysis involves thousands of charterholders across the world and helps determine the CBOK, which is the framework for the curriculum and exams

CFA Institute believes that candidates need to commit to a minimum of 250 hours reading and reviewing the CFA Program curriculum and taking online sample exams to master the material. This recommendation, however, may substantially underestimate the hours needed for appropriate exam preparation depending on individual circumstances and academic background.

Key to becoming a CFA® charterholder is successful completion of the three, distinct CFA® examinations referred to as the Level I, Level II, and Level III exams. Each of these six-hour examinations is administered in two sessions morning and afternoon each lasting three hours for a total duration of 360 minutes. The exams are offered by CFA Institute at hundreds of locations throughout the world. For details of places and dates, Please visit CFA Institute's website at www.cfainstitute.org

Exam topics:

The topics emphasized on each exam are similar but vary in focus and depth by program level. The major topics of focus and approximate weights by percent for each topic area are shown in the accompanying chart. The depth of your mastery of the curriculum will also be tested differently at each level.

CFA® exam topics by exam level			
Topic Area	Level I	Level II	Level III
Ethical and Professional Standards (total)	15	15	10
Quantitative Methods	12	5-10	0
Economics	10	5-10	0
Financial Reporting and Analysis	20	15-25	0
Corporate Finance	8	5-15	0
Investment Tools (total)	50	30-60	0
Equity Investments	10	20-30	5-15
Fixed Income	12	5-15	10-20
Derivatives	5	5-15	5-15
Alternative Investments	3	5-15	5-15
Asset Classes (total)	30	35-75	35-45
Portfolio Management and Wealth Planning (total)	5	5-15	45-55
Total	100	100	100

Note: These weights are intended to guide the curriculum and exam development processes. Actual exam weights may vary slightly from year to year. Please note that some topics are combined for testing purposes.

Prepare to succeed in the CFA® Level I exam. For more detailed information, please visit www.kesdee.com or e-mail us at ecoach@kesdee.com.

eCoaches

eCoaches are powerful & comprehensive self-study online tutorial packages for professionals pursuing certification exams. eCoaches covers every formula, definition, concept and applications for all subjects covered in the on-line exams. These eCoaches are useful not only for those pursuing certification but also for everyone as a valuable reference tool.

eCoach for the CFA[®] Level I Program

The Online tutorial that helps prepare you for the Chartered Financial Analyst[®] Level I Exam!!

KESDEE, with its expertise in developing Online Tutorials for Certification Exams, has developed eCoach for the CFA[®] Level I Program Coach, a comprehensive self-study guide for the CFA[®] Level - I exam.

KESDEE

KESDEE's training courses are focused on the Financial Services Industry and are developed by experienced finance practitioners.

KESDEE's Certification Tutorials are online training programs designed to train candidates seeking professional designations. With the advantage of accessing a training program 24/7, professionals have the convenience of learning from their home or office using a desktop or laptop.

KESDEE's eCoach for Level I exam is designed in accordance with the Learning Outcome Statements in the Level I CFA Program curriculum. The eCoach is equipped with the concepts and practices, and several user-friendly features.

Product Features:

- Available as a comprehensive self-study package
- State-of-the art simulated learning environment
- Unparalleled subject matter with valuable reference sources
- Immediate diagnostic results analysis
- Learner friendly courses complete with:
 - Formulae, definitions and concise summaries
 - Interactive simulations
 - Online Chat, Discussion Forum, E-mail Subject Matter Expert, Glossary, FAQs and pocket reference
 - Solved examples, practice exercises and quizzes
 - Timed tests in exam format
 - Personalized results for self-assessment
 - Real-time reports for benchmarking
 - 100% online unlimited access, 24x7 support
 - Question Bank with thousands of questions
 - Random tests each time in the exam format
- Prepared in accordance with Learning Outcome Statements of the CFA Program curriculum.

Course Structure

76 courses to prepare for the Chartered Financial Analyst® Level I Exam

I. Ethical And Professional Standards

1. Code of Ethics and Standards of Professional Conduct
2. Guidance for Standards I - VII
3. Introduction to Global Investment Performance Standards
4. Global Investment Performance Standards

II. Quantitative Methods

5. The Time Value of Money
6. Discounted Cash Flow Applications
7. Statistical Concepts and Market Returns
8. Probability Concepts
9. Common Probability Distributions
10. Sampling and Estimation
11. Hypothesis Testing
12. Technical Analysis

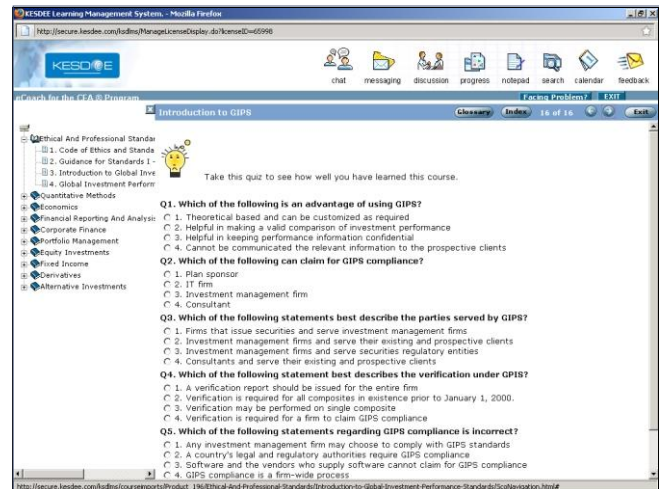
III. Economics

13. Elasticity
14. Efficiency and Equity
15. Markets in Action
16. Organizing Production
17. Output and Costs
18. Perfect Competition
19. Monopoly
20. Monopolistic Competition and Oligopoly
21. Demand and Supply in Factor Markets
22. Monitoring Cycles, Jobs, and the Price Level
23. Aggregate Supply and Aggregate Demand
24. Money, Banks, and the Federal Reserve
25. Money, Interest, Real GDP, and the Price Level
26. Inflation
27. Fiscal Policy
28. Monetary Policy

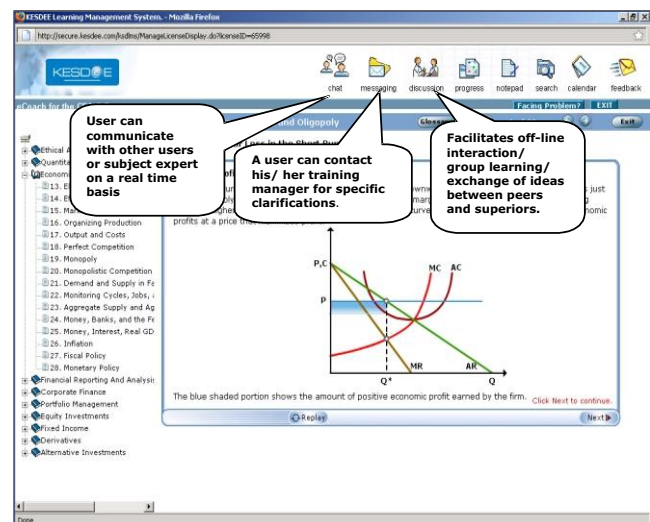
IV. Financial Reporting And Analysis

29. Financial Statement Analysis: An Introduction
30. Financial Reporting Mechanics
31. Financial Reporting Standards
32. Understanding the Income Statement
33. Understanding the Balance Sheet
34. Understanding the Cash Flow Statement
35. Analysis of Inventories
36. Analysis of Long-Lived Assets: Part I (The Capitalization Decision)
37. Analysis of Long-Lived Assets: Part II (Analysis of Depreciation and Impairment)
38. Analysis of Income Taxes
39. Analysis of Financing Liabilities

Quiz section of eCoach for CFA® Level I Program



Collaborative Features



Course Structure

- 40. Leases and Off-Balance-Sheet Debt
- 41. Financial Analysis Techniques
- 42. Financial Statement Analysis - Applications
- 43. International Standards Convergence

V. Corporate Finance

- 44. Capital Budgeting
- 45. Cost of Capital
- 46. Working Capital Management
- 47. Financial Statement Analysis
- 48. The Corporate Governance of Listed Companies: A Manual for Investors

VI. Portfolio Management

- 49. The Asset Allocation Decision
- 50. An Introduction to Portfolio Management
- 51. An Introduction to Asset Pricing Models

VII. Equity Investments

- 52. Organization and Functioning of Securities Markets
- 53. Security-Market Indexes
- 54. Efficient Capital Markets
- 55. Market Efficiency and Anomalies
- 56. An Introduction to Security Valuation: Part I
- 57. Industry Analysis
- 58. Equity: Concepts and Techniques
- 59. Company Analysis and Stock Valuation
- 60. An Introduction to Security Valuation: Part II
- 61. Introduction to Price Multiples

VIII. Fixed Income

- 62. Features of Debt Securities
- 63. Risks Associated with Investing in Bonds
- 64. Overview of Bond Sectors and Instruments
- 65. Understanding Yield Spreads
- 66. Monetary Policy in an Environment of Global Financial Markets
- 67. Introduction to the Valuation of Debt Securities
- 68. Yield Measures, Spot Rates and Forward Rates
- 69. Introduction to the Measurement of Interest Rate Risk

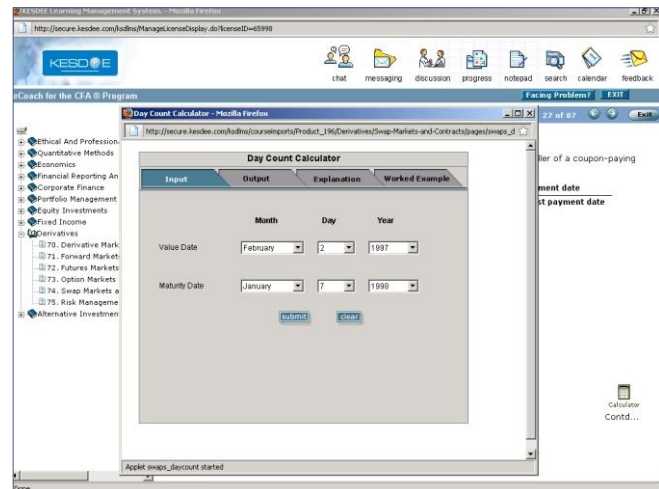
IX. Derivatives

- 70. Derivative Markets and Instruments
- 71. Forward Markets and Contracts
- 72. Futures Markets and Contracts
- 73. Option Markets and Contracts
- 74. Swap Markets and Contracts
- 75. Risk Management Applications of Option Strategies

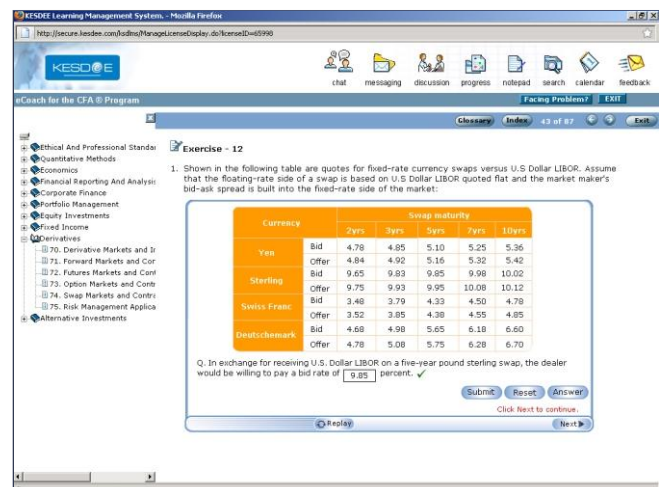
X. Alternative Investments

- 76. Alternative Investments

Calculators of eCoach for CFA® Level I Program



Exercise Section of eCoach for CFA® Level I Program



Details about Chartered Financial Analyst® exam:

All information available at <http://www.cfainstitute.org/>

How important is eCoach for the CFA® Level I Program:

KESD@E eCoach for the CFA® Level I Program covers all of the major subject areas in the Level I CFA exam. The courses are designed to assist finance professionals in their preparation for CFA Level I exam.

Price

eCoach Level I Exam (A Library of 76 Courses)

**USD 300 per user
for one year access**

Note: Contact us

- For multiple delegate discounts
- For enterprise licence Pricing
- For academic institution pricing

For more details on KESD@E eCoach for the CFA® Level I Program, please visit us at: www.kesdee.com

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