

ACS (Annuities) Courses

NOTE: The ACS Annuities track, as shown below, will be offered only through the end of 2012.

Required Courses	Elective Courses – Select Two
ACS 100/ACS 101 AAPA 273 AAPA 303	AAPA 283 LOMA 335¹ LOMA 356² AIRC 410 or LOMA 311 or LOMA 316*³

For more detailed information on this designation, please see the Education & Training Catalog.

ACS 100—Foundations of Customer Service provides a comprehensive introduction to customer service in a financial services environment. The course explores the knowledge and skills employees need to understand and deliver exceptional customer service. (**ACS 101** may be substituted for this course.)

ACS 101—Customer Service for Insurance Professionals is an online course that uses a variety of media to provide a comprehensive overview of the role of customer service in insurance and financial services organizations and the skills service providers need to deliver exceptional customer service. The course describes important customer service functions, processes, and technologies and offers opportunities for students to learn and improve their listening, speaking, and writing skills so that they can interact effectively with customers. (**ACS 100** may be substituted for this course.)

AAPA 273—Annuity Principles and Products introduces the principles of annuities, the annuity contract process, and the major types of annuity products. The course includes information on individual and group annuities, the marketing of annuities, and the taxation and regulation of annuities.

AAPA 303—Annuity Systems and Administration describes the tasks involved in annuity administration and the various internal, regulatory, and market factors that affect these tasks. In addition, the course discusses the important role of information technology in annuity administration.

AAPA 283—Marketing, Distribution, and Uses of Annuities examines the current market for and uses of annuities. It also describes how annuities are developed, priced, distributed, promoted, and regulated in the United States.

¹**LOMA 335—Operational Excellence in Financial Services** presents financial services from the perspective of a company's operations management. The course focuses on practical techniques to accomplish the everyday tasks of providing financial services as efficiently as possible.

²**LOMA 356—Investment Principles and Institutional Investing** provides an understanding of the investment environment and the general principles of investing in both individual securities and portfolios of securities. In this course, you will learn about investment performance reporting, investment performance monitoring, investment performance, and more.

³**AIRC 410—Regulatory Compliance: Companies, Producers, and Operations** describes the structure of U.S. state and federal insurance regulation within the framework of insurance organizations. The focus of the course is on how specific roles and functions within an insurance company are affected by the changing nature of these compliance issues.

ACS (Annuities) Courses

³**LOMA 311—Business Law for Financial Services Professionals** presents the basic features and principles of the legal environment in which financial services companies around the world operate. (LOMA 316 may be substituted for this course in Canada only.)

^{3*}**LOMA 316—Business Law for Financial Services Professionals (Canada)** is a CD supplement to the text for LOMA 311 that presents the basic features and principles of the legal environment in which financial services companies in Canada operate.

¹Learners who have credit for LOMA 330 automatically receive ACS credit for this elective

²Learners who have credit for LOMA 340 automatically receive ACS credit for the elective.

³Learners who have credit for LOMA 310 or LOMA 315 automatically receive ACS credit for this elective.

*As of July 1, 2012, LOMA 316 will be offered only in French. As of that date, English-speaking Canadian learners should take LOMA 311, which will have newly revised study materials.

Course Topics

<p>ACS – 100 Foundations of Customer Service/ACS 101 Customer Service for Insurance Professionals</p> <ul style="list-style-type: none"> • Introduction to Customer Service • Exceptional Customer Service • The Customer-Centric Organization • Organization and Teamwork in Customer Service • Customer Service Processes and Measurement • Better Customer Service Through Technology • The People Who Drive Customer Service: Selection and Training • The People Who Drive Customer Service: Evaluation and Motivation • Understanding Customer Expectations and Perceptions • Customer Service and Communication • Effective Communication • Listening to and Understanding Customers • Interacting with Customers • Succeeding in Customer Service 	<p>AAPA 273 – Annuity Principles and Products</p> <ul style="list-style-type: none"> • Annuity Basics • The Annuity Contract • Fixed Annuities • Variable Annuities • Investment Basics • Individual and Group Annuities • Taxation of Annuities • Regulation of the Annuity Industry • Marketing and Distributing Annuities • The Future of Annuities 	<p>AAPA 303 – Annuity Systems and Administration</p> <ul style="list-style-type: none"> • Introduction to Annuity Administration • New Business Processing • Additional New Business Procedures • In-Force Administration • Surrenders, Free-Look Cancellations, and Conservation • Withdrawals, Loans, and Death Benefit Payments • Payout Administration • The Annuity Customer Contact Center • Information Technology and Annuity Administration • Electronic Commerce and Annuity Administration
<p>AAPA 283 – Marketing Distribution, and Uses of Annuities</p> <ul style="list-style-type: none"> • The Marketing Landscape for Annuities • Marketing Basics • Uses of Annuities • Market Identification • Product Development and Financial Design • Distribution of Annuities • Promotion • Linking Sales Practices to Customer Behavior • State Regulation of Annuity Marketing • Federal Regulation of Annuities 	<p>LOMA 335—Operational Excellence in Financial Services</p> <ul style="list-style-type: none"> • Introduction to Operational Excellence for Insurance Companies • Aligning Performance with Corporate Initiatives • Leadership for Performance Excellence • Motivation and Teamwork for Organizational Success • Decisions and Approaches to Decision Making • Business Research in Financial Services • Decision Models and Payoff Tables • Quantitative Modeling for Financial Services • Descriptive and Inferential Statistics for Operations • Quality and Quality Management • Business Process Excellence in Financial Services • Managing for Excellence in Contact Centers • External Requirements for Operations • Project Management in Financial Services Companies 	<p>LOMA 356—Investment Principles and Institutional Investing</p> <p><i>Investment Principles:</i></p> <ul style="list-style-type: none"> • The Role and Scope of Investments • Investment Markets and Transactions • Investment Information and Trading • Investment Return and Risk • Modern Portfolio Concepts • Common Stock Investments • Analytical Dimensions of Stock Selection • Stock Valuation and Investment Decisions • Bond Investments, Valuation and Analysis • Mutual Funds <p><i>Institutional Investing:</i></p> <ul style="list-style-type: none"> • Investments in a Financial Services Company • Portfolio Management • Insurance Company Investment Portfolios • Assets and Asset Mixes • Investment Operations in a Financial Services Company • Investment Function Financial Reporting • Internal and External Investment Reporting • The Control Function and Ethical Standards in Investments • Marketing Investment Services to Institutional Clients

ACS (Annuities) Courses

AIRC 410 – Regulatory Compliance: Companies, Producers, and Operations	LOMA 311—Business Law for Financial Services Professionals	LOMA 316—Business Law for Financial Services Professionals (Canada)
<ul style="list-style-type: none">• Introduction to Compliance• State Regulation of the Insurance Industry• State Regulation of Insurance Company Formation and Operation• State Regulation of Insurance Producers• State Filing and Approval Requirements• State Regulation of Insurance Operations• Market Analysis and Examinations• Regulation of Insurer Solvency• Federal Regulation of Insurance• Federal Regulation of Securities• Federal Taxation of Insurance Products	<ul style="list-style-type: none">• The Legal Environment of Business• Civil Disputes• Business Organizations• Regulation of Business• Contract Law• Agency Law• Property Law• Commercial Transactions and Bankruptcy• Regulation of Financial Services Companies• Sale of Financial Services Products• Ownership of Financial Services Products• Rights of Third Parties• Contests and Remedies• Contract Performance• Group Products	<ul style="list-style-type: none">• The Legal Environment of Business• Civil Disputes• Business Organizations• Regulation of Business• Contract Law• Agency Law• Property Law• Commercial Transactions and Bankruptcy• Regulation of Financial Services Companies• Sale of Financial Services Products• Ownership of Financial Services Products• Rights of Third Parties• Contests and Remedies• Contract Performance• Group Products