



Department of Insurance & Valuation
Faculty of Business Studies and Finance
Wayamba University of Sri Lanka

Advanced Certificate in Insurance Salesmanship

AdvCert (Insurance Salesmanship)

Instructions for the Applicants

(Application Closing Date: 30.05.2024)

*The Wayamba University of Sri Lanka proudly announces
the commencement of
the Advanced Certificate in Insurance Salesmanship
Applications are called from the prospective candidates.*

Introduction & Significance of AdvCert (Insurance Salesmanship)

The Wayamba University of Sri Lanka's Department of Insurance and Valuation, Sri Lanka's leading provider of risk and insurance education, offers the **Advanced Certificate in Insurance Salesmanship**. This program is designed to equip the insurance salesforce with the in-depth knowledge and essential skills needed to thrive in the dynamic world of insurance sales.

The Advanced Certificate in Insurance Salesmanship aims to create a recognized basic academic qualification for the sales force staff members who provide advice and/or sell General and life insurance products in Sri Lanka. This will provide the necessary knowledge and skills to successfully perform in Salesforce for both life and general insurance business. Also, this will be one of the core educational qualifications sought by educated customers when meeting the sales force to shop for an insurance product in the future.

The curriculum of the programme is designed to develop the knowledge and understanding of basic insurance principles, regulatory environment, and critical functions of underwriting and claims process, in addition to the insurance product knowledge such as life assurance, pension plans, motor, household,

healthcare, and packaged commercial insurance. Also, the programme provides essential transferable skills including ICT ethics and professional practices for success in the insurance selling process.

Why Choose This Program?

- **Boost Your Credentials:** Earn a valuable qualification that meets Sri Lankan Qualification Framework (SLQF) and industry standards.
- **Career Advancement:** Open doors to higher-level qualifications and better job prospects.
- **Flexible Learning:** Convenient online delivery mode allowing you to learn at your own pace.
- **Experienced Instructors:** Gain knowledge from academically qualified and industry-expert faculty.
- **Learning Management System:** The University LMS is used for online teaching & learning activities.
- **Credit Exemptions:** Applicable toward the Diploma in Risk Management & Insurance of WUSL
- **Trusted Completion:** On-time, reliable program delivery.

Target Audience:

- Insurance Agents
- Financial Advisors
- Professionals Seeking Career Advancement in insurance
- Anyone Interested in Risk Management & Insurance

Advanced Certificate in Insurance Salesmanship - Overview

Duration
06 Months (Online Lectures / Seminar will be conducted only on Sunday)
Level of Qualification
Sri Lanka Qualification Framework (SLQF) Level 2 which is equivalent to the National Vocational Qualification (NVQ) Level 4
Credit Exceptions
Those who have completed the Advanced Certificate in Insurance Salesmanship will be eligible to claim significant credits exemptions in the Diploma in Risk Management and Insurance (DRMI) qualification of Wayamba University in Sri Lanka.
Eligibility
No person shall be considered for admission to the Advanced Certificate Programme unless he/she has any one of the following qualifications. <ul style="list-style-type: none"> ▪ Passed General Certificate of Education Ordinary Level (G.C.E.(O/L) and General Competency course for Insurance Advisers conducted by the Sri Lanka Insurance Institute (SLII) ▪ Other qualifications may be considered for the admission of candidates to the programme subject to the approval of the Senate with the recommendation of the Board of Studies of the programme and the Faculty Board.

Course Structure			
Course Code	Course Name	Core / Optional	Credit
CIS 113	Principles of Risk & Insurance	Core	3
	Elective Course Unit	Optional*	4
CIS 143	Essential Digital Skills for Smart Adviser	Core	3
CIS 152	Business Ethics and Professional Practice	Core	2
CIS 163	Insurance Sales Project	Core	3
Total Credit			15
	*Elective Course Units:		
CIS 124	Practice of General Insurance	Optional	4
CIS 134	Practice of Life Assurance	Optional	4

* Students shall select 1 optional course out of 2 elective course units.

Course Delivery Method

The University LMS will be used for online teaching & learning activities, evaluation, and course administration purposes

Lecture Panel

The teaching panel consists of University Lecturers and Professionally Qualified Senior Industry Experts

Course Fees

Course Fee: Rs. 30,000/- + Application Processing Fee (1,000/-) and Registration Fee (1,000/-)

For inquiries

Senior Assistant Registrar
Faculty of Business Studies and Finance,
Wayamba University of Sri Lanka
Contact: 071-2002896 / 037-2284215

Programme Academic coordinator
Department of Insurance and Valuation
Faculty of Business Studies & Finance
Wayamba University of Sri Lanka
Contact – 0779018960 / 0372284213

Application Closing Date: 30th May 2024

Visit Programme Page for Application Form and Programme Information.

<https://fbsf.wyb.ac.lk/advanced-certificate-in-insurance-salesmanship/>

Application Documents checklist

Attach the following documents with the duly filled application.

- **Copy of the NIC**
- **Photocopy of the birth certificate**
- **Photocopies of the relevant certificates/letters (Educational/Professional qualifications, work experience, Etc.)**

Note: If the results of any educational qualification claimed in the application form are pending, write a letter to the director mentioning that the relevant examination results are pending and ready to submit soon after the relevant results are released.

- **Two recently taken photographs (Passport size)**
- **Duplicate of the Payment Slip of Rs. 1000/- application processing fee** (Applications without the bank payment receipt will not be accepted)

Application processing fee of Rs. 1000/- should be deposited to the bank account mentioned in the programme webpage.

Duly filled application form with all relevant documents and the duplicate of the payment slip should be posted via registered post to

**Head
Department of Insurance & Valuation,
Faculty of Business Studies & Finance,
Wayamba University of Sri Lanka,
Kuliyapitiya, 60200.**

Note:

Please mention '**Application for ACIS**' in the top left-hand corner of the envelope.

*Duly filled application forms can be submitted online with the relevant scanned copies (Send the email to acis@wyb.ac.lk with the title '**Application for ACIS <<Your Name>>**').

Group Application Processing

The Insurance Companies planning to direct a group of their salesforce to enroll in this program are asked to contact the Program Director for the necessary arrangements.

Programme Director - Dr. Weedige S Sanjeewa - 0767614191 / 0372284213