

2019.FS

Module Name: Active Investment Management	
Module Code	w.BA.XX.2AIM-en.XX
Module Description	Students are familiar with the problem areas affecting investment management and are able to employ the most important financial tools, in particular alternative investments, specifically to generate solution proposals in a practical context. They are enabled to guide an investment process and to employ networked thinking. They also understand the significance to Switzerland and to the world of institutional investments, especially pension funds and mutual funds.
Program and Specialization	Business Administration - Banking and Finance (PiE)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Regina Anhorn (anho)
Deputy Module Coordinator	Peter Schwendner (scwp)
Prerequisite Knowledge	Fundamental knowledge of finance, mathematics, and the banking sector.
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § are familiar with the benefits and drawbacks of active and passive asset management and are able to deal with various solution concepts. § are able to explain performance attribution as the dissection of a multi-stage investment process and execute it in a quantitative manner. § develop the theoretical foundations to active portfolio management. They know the analytical methods for identifying mis-priced financial instruments on account of existing market inefficiencies and are able to apply the strategies for their utilization in specific cases. § know the meaning of the latest practical insights into behavioral finance and their implementation forms, and they can apply this knowledge in case studies. § know the quantitative investment strategies (CTAs, managed futures, equity market neutral, convertible Arbitrage). § know the key selection criteria and the benefits and drawbacks of various Investment fund types (including ETFs and real estate funds). § know the challenges of Swiss pension fund institutions. § know when, how, and why real estate investments and private equity investments are made. § can use Bloomberg as a working tool.

Module Content	§ Performance measurement and its distinctive features in active investment management § Behavioral finance and market anomalies § Theories of active portfolio management § Active and passive asset management: tools and processes in a practical context § Alternative investments such as hedge funds, private equity, commodities, and real estate § Share evaluation § Optional (assessed) presentation based on case studies		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Literature Review § E-learning	Social Settings Used: Group Work	
Digital Resources	§ Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	56 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	56 h	68 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	60	70,00%
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	30,00%
Classroom Attendance Requirement	none		
Language of Instruction/Examination	English		
Compulsory Reading	Script		
Recommended Reading	Bodie, Kane, Marcus, Z. (2013). Essentials of Investments. 9th edition. ISBN 13 9780077148249.		
Comments	-		