

2019.HS

<b>Module Name: Active Investment Management</b>	
Module Code	w.BA.XX.2AIM.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
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> 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"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are familiar with the benefits and drawbacks of active and passive asset management and are able to deal with various solution concepts.</li> <li>§ are able to explain performance attribution as the dissection of a multi-stage investment process and execute it in a quantitative manner.</li> <li>§ 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.</li> <li>§ know the meaning of the latest practical insights into behavioral finance and their implementation forms, and they can apply this knowledge in case studies.</li> <li>§ know the quantitative investment strategies (CTAs, managed futures, equity market neutral, convertible Arbitrage).</li> <li>§ know the key selection criteria and the benefits and drawbacks of various Investment fund types (including ETFs and real estate funds).</li> <li>§ know the challenges of Swiss pension fund institutions.</li> <li>§ know when, how, and why real estate investments and private equity investments are made.</li> </ul>

Module Content	§ Performance measurement and its distinctive features in active investment management § Behavioral finance and market anomalies § Theories of active portfolio management § Share evaluation § Investment funds § Alternative investments such as hedge funds and private equity § Real estate § Active and passive asset management: practical challenges § Institutional investors / Swiss pension funds § Written case study (group project), to be assessed		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Literature Review § E-learning	<b>Social Settings Used:</b> Group Work	
Digital Resources	§ Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	56 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>56 h</b>	<b>68 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Specified documentation	60	70,00 %
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	30,00 %
Classroom Attendance Requirement	none		
Language of Instruction/Examination	German		
Compulsory Reading	Script		
Recommended Reading	Bodie, Z., Kane, A. & Marcus, A. (2013). Essentials of Investments. 9E edition. New York: McGraw-Hill. ISBN 13 9780077148249.		
Comments	-		