Zurich University of Applied Sciences

School of Management and Law

2019.HS

Module Name: Investments	
Module Code	w.MA.XX.IN-PiE.19HS
Module Description	The module covers advanced analyses of investment methods, processes, as well as equities and fixed income portfolios. Modern portfolio theory, ethics, and findings of behavioral finance are discussed.
Program and Specialization	Banking and Finance (PiE)
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	**Module Type:** Compulsory
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Peter Schwendner (scwp)
Deputy Module Coordinator	Jan-Alexander Posth (posh)
Prerequisite Knowledge	The following BSc in Banking & Finance modules: "Active Investment Management", "Quantitative Methodologies", "Statistics", and "Finance Tools"
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § are able to apply the findings of modern portfolio theory and implications from behavioral finance. § are able to discuss, apply, and evaluate methods, models, products, and processes to manage and analyze equity portfolios. § are able to discuss, apply, and evaluate methods, models, products, and processes to manage and analyze fixed income portfolios. § are able to follow ethical standards according to the CFA Body of Knowledge. § are able to use Bloomberg for analysis and research projects
Module Content	§ Portfolio theory and behavioral finance; ethics § Fixed income management § Equity portfolio management
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.OBFC-PiE.19HS
	w.MA.XX.QIS-PiE.19HS
	w.MA.XX.SIN-PiE.19HS

<table>
<tr><td>Methods of Instruction</td><td colspan="3">§ Lecture
§ Interactive Instruction
§ Application Tasks
§ Case Studies
§ Exercises
§ Problem-Oriented Teaching
§ Explorative Learning
§ Literature Review</td><td colspan="2">Social Settings Used:
§ Individual Work
§ Group Work</td></tr>
<tr><td>Digital Resources</td><td colspan="5">§ Reader
§ Practice and Application Exercises (with Key)
§ Case Studies (with Key)
§ FinanceLab</td></tr>
<tr><td>Type of Instruction</td><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr>
<tr><td></td><td>Lecture</td><td>36 h</td><td>24 h</td><td colspan="2"></td></tr>
<tr><td></td><td>Excercise</td><td>36 h</td><td>24 h</td><td colspan="2"></td></tr>
<tr><td></td><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr>
<tr><td></td><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr>
<tr><td></td><td>Total</td><td>72 h</td><td>48 h</td><td colspan="2">60 h</td></tr>
<tr><td colspan="6">Performance Assessment</td></tr>
<tr><td></td><td>End-of-module exam</td><td colspan="2">Form</td><td>Length (min.)</td><td>Weighting</td></tr>
<tr><td></td><td>Written exam</td><td colspan="2">Closed book</td><td>120</td><td>75.00 %</td></tr>
<tr><td></td><td>Permitted Resources</td><td colspan="2">Approved calculator according to "Guidelines on Supplementary Materials"</td><td colspan="2">With dictionary</td></tr>
<tr><td></td><td colspan="2">Others</td><td>Assessment</td><td>Length (min.)</td><td>Weighting</td></tr>
<tr><td></td><td colspan="2">Bloomberg Market Concepts: Certificate issued by Bloomberg</td><td>Grade</td><td>120</td><td>10.00 %</td></tr>
<tr><td></td><td colspan="2">Written Assignment</td><td>Grade</td><td>-</td><td>15.00 %</td></tr>
<tr><td></td><td colspan="5">Students are not allowed to revise and resubmit performance assessment tasks.</td></tr>
<tr><td>Classroom Attendance Requirement</td><td colspan="5">No required attendance</td></tr>
<tr><td>Language of Instruction/Examination</td><td colspan="5">English</td></tr>
<tr><td>Compulsory Reading</td><td colspan="5">-</td></tr>
<tr><td>Recommended Reading</td><td colspan="5">§ Kim, W., Kim, J. & Fabozzi, F. (2015). Robust Equity Portfolio Management: Formulations, Implementations, and Properties using MATLAB. Wiley. ISBN 978-1-118-79726-6.
§ Tuckman, B. & Serrat, A. (2011). Fixed Income Securities: Tools for Today's Markets. Wiley. ISBN 978-0470891698.
§ Francis, J. & Kim, D. (2013). Modern Portfolio Theory. Wiley. ISBN 978-1-118-37052-0.
§ Barberis, N. & Thaler, R. (2003). A survey of behavioral finance. In: Constantinides, G., Harris, M. & Stulz, R. (ed.): Handbook of the Economics of Finance, pp. 1052-1090.
§ Zhou, X. & Jain, S. (2014). Active Equity Management. ISBN 978-0692297773.</td></tr>
<tr><td>Comments</td><td colspan="5">The exam language is English.</td></tr>
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