The course offers a unique opportunity for students to develop an understanding of investments and the financial services industry, taught by a financial services industry executive with 25 years of experience working in the institutional investment management industry and on Wall Street.

The goal of the course will be for students to gain an understanding of global financial markets as well as the asset classes that comprise diversified investment portfolios. There will be an emphasis on ethics and the professional responsibilities that are critical to a successful career in the financial services industry.

Class discussions will be based on reports and articles produced by respected academics and investment firms as well as books and papers published by the CFA Institute, which is committed to education and ethical standards for the investment profession. To enhance class discussions, from time to time, industry professionals will make presentations to the class on their area of expertise.

The course will include a broad array of topics including ethics, the structure of the investment industry, portfolio management, risk management, active and passive management styles and analysis of asset classes including bonds, stocks, alternative investments, including commodities, hedge funds, private equity and venture capital.

The class will meet one night per week (on Monday evenings). Attendance will be mandatory and grading will be based on the following factors:

Attendance: 20%
Class Participation: 20%
Quizzes/Essays: 20%
Midterm Exam: 20%
Final Project: 20%
Extra Credit: Possible
Preliminary Course Outline:

FINANCE 867-50
Seminar in Investments
Fall 2014

Class # 1 - Introduction, Ethics & Course Overview

Article 1: “The Winners Game”
By Charlie Ellis, CFA

Article 2: “Twenty Life Lessons”
By Byron Wien, Vice Chairman
Blackstone Group

Article 3: “What Am I Good For? Debating The Merits Of Active Versus Passive Management”
By: Peter Berezin
The Bank Credit Analyst, May 2014

Article 4: “Why We Care About Manager Selection”
By: Scott Stewart, CFA
The Research Foundation of the CFA Institute - Chapter 1

Article 5: Ethics - Asset Manager Code of Professional Conduct
CFA Institute - Second Edition 2010 - Kurt Schacht, CFA
Pages 1-22

Class # 2 - Active & Passive Management

Article 1: “Taking A Closer Look At Active Share”
By: Erianna Khusainova, CFA
Lazard Asset Management

Article 2: “Most Likely to Succeed: Leadership in the Fund Industry”
By Robert Pozen and Theresa Hamacher

Article 3: “Identifying Skilled Active Managers”
By: Scott Stewart, CFA
The Research Foundation of the CFA Institute - Chapter 2

Article 4: “Index Fund Investing”
By: Scott Stewart, CFA
The Research Foundation of the CFA Institute - Chapter 3
**Class # 3 - Passive Management**

Article 1: “Conviction In Equity Investing”  
By: Hewitt EnnisKnupp Investment Consulting

Article 2: “Asset Allocation & Implications On Manager Selection”

Article 3: “Setting Weights For Active & Index Managers”

Article 4: “The Dynamics Of Manager Selection”

Article 5: “Research Findings On Manager Selection”  
By: Scott Stewart, CFA  
The Research Foundation of the CFA Institute - Chapter 4-7

Article 6: “How I Did It: John Bogle of the Vanguard Group”  

Article 7: “Enough”  
By: John Bogle (May 18, 2007)

Article 8: “The Hidden Costs of Indexing”  
By: Samuel Lee 9/14/2011 - Morningstar ETF Investors Web Site

**Class #4 - Active Management - The Last Liberal Art**

Guest Speaker: Robert Hagstrom, Portfolio Manager & Author  
Senior Portfolio Manager, Equity Compass Strategies - Stifel Financial Corp

Former Chief Investment Strategist & Managing Director  
Legg Mason Investment Counsel

“How I Did It: John Bogle of the Vanguard Group”  

**Class #5 - Efficient Markets - Sharpe, Markowitz, Malkiel & Fama**

Article 1: “An Experienced View On Markets And Investing”  
By: Eugene F. Fama,  
Financial Analysts Journal - CFA Institute, November/December 2012

Article 2: “Past, Present And Future Financial Thinking: A Conversation With Bill Sharpe”  
By: CFA Institute, June 2014


Article 4: “Ignoble Prizes And Appointments”  
By: Jeremy Grantham  
GMO Quarterly Newsletter, November 2013
Class #6 - Ethics & Conduct In The Investment Profession

Guest Speaker: Erin Arvedlund, Author

“Too Good to be True: The Rise and Fall of Bernie Madoff”
Penguin group, New York, 2009

Article 1: “Asset Manager Code Of Professional Conduct”
CFA Institute - Second Edition 2010 - Kurt Schacht, CFA
Pages 1-22

Class #7 - Asset Allocation: Stocks vs Bonds

Article 1: “Will Bonds Outperform Stocks Over the Long Run? Not Likely”
By Peng Chen, CFA (2011)

Article 2: “Expected Returns on Major Asset Classes”
By: Anti Ilmanen, CFA 2013

Class #8 - Asset Allocation Models

By: Robert Maynard, CIO Public Employee Retirement System of Idaho

By Greycourt & Co 2012

Article 3: “Asset Allocation Strategies”
By: Mebane Farber

Guest speaker:
Robert Gooderham, President, Ashford Consulting Group

Class #9 - Risk Management

Article 1: “Modern Portfolio Theory, Financial Engineering and their Roles in Financial Crises”
By: Harry Markowitz (2009)

Article 2: “Improving Risk Forecasts for Optimized Portfolios”
By: Jose Menchero, CFA, Jun Wang, and DJ Orr (2012)

Class #10 Value Investing

Article 1: “The SuperInvestors of Graham-and-Doddsville”

Article 2: “Value Investing”
By: Joe Cortopassi, Gracor Investment Partners
Article 3: “The Anatomy of Value and Growth Stock Returns”
By: Eugene Fama and Kenneth French (2007)
CRSP Working Paper

Class #11 Asset Classes

Article 1: “Integrated Asset Allocation”
By: William Sharpe
Financial Analysts Journal September/October 1987

Article 2: “A Critique of Statistically Based Asset Allocation”
By: Cerno Capital

Article 3: Beyond Portfolio Theory: The New Frontier”
By: Keith Ambachtsheer (2005)

Article 4: “Markowitz 2.0”
By: Paul Kaplan & Sam Savage

Article 5: “Beyond Markowitz: A comprehensive Wealth Allocation Framework for Individual Investors”
By: Ashvin Chhabra, 2005

Class #12 - Bonds

Article 1: “Forecasting US Bond Returns”
By: Antti Ilmanen
AQR Investment Management Library

Article 2: “An Important Challenge to Stocks for the Long Run”
By: Geoff Considine

Article 3: “China Bond Market Roadmap”
By: ASIFMA - (2013)
**Class #13 - International & Emerging Markets**
Article 1: “Emerging Markets: When Are They Worth It?”

**Class #14 - Alternatives**
Article 1: “The ABCs of Hedge Funds: Alphas, Betas, and Costs”
By: Roger Ibbotson (2011)

Article 2: “Hidden Survivorship in Hedge Funds”
By: Rajesh Aggarwal

Article 3: “Alternative Investments Demystified, Volume 1”
By: Virtus Investment Partners and Alexander Ineichin
July 2014

Article 4 excerpt: “Top Hedge Fund Investors: Stories, Strategies and Advice”
By: Cathleen Ritterreiser & Lawrence Kochard

**Class #15 - Final Projects**