

Valid for 2023.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 - Specialization in Banking and Finance (PiE)	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied 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	Marcus Wunsch (wuns)	
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)	§ 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 familiar with the benefits and drawbacks of active and passive asset management and are able to deal with various solution concepts. § are able to analyze listed stocks to derive their fair valuation. § will learn how to break down portfolio performance using a multi-stage investment process & carry out performance attribution quantitatively. § 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 about quantitative investment strategies (CTA/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.	

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 and investment strategies such as risk parity § Equity valuation § Assessed term paper based on a case study		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FIPT-en.XX w.BA.XX.2QMeth-en.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review § E-learning	Social Settings Used: Individual Work	
Digital Resources	§ Teaching Videos § Teaching Materials § 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	65.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	35.00 %
Classroom Attendance Requirement	Mandatory Attendance: None None		
Language of Instruction/Examination	English		
Compulsory Reading	Script		
Recommended Reading	Bodie, Kane, Marcus, Z. (2013). Essentials of Investments. 9th edition. ISBN 13 9780077148249. More comprehensive or later editions are also acceptable.		
Comments	-		