

Valid from 2025.FS

Module description: Active Investment Management		
Module Code	w.BA.XX.2AIM.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
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.	
Organizational Unit	Institut für Wealth & Asset Management	
Module Coordinator	Marcus Wunsch	
Deputy Module Coordinator	Patrick Hauf	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Banking and Finance 	
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
Prerequisite Knowledge	Fundamental knowledge of finance, mathematics, the banking sector, portfolio theory, and EXCEL.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	

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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 analyze a listed share in order to derive a fair valuation. • can explain performance attribution as a breakdown of a multi-stage investment process and carry it out quantitatively. • know the main quantitative investment strategies, such as CTAs/managed futures, and risk parity. • know the most important selection criteria as well as the advantages and disadvantages of the various types of investment funds (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 distinguish between the different psychological effects of investing. • can assign patterns in the development of market prices to individual psychological effects. • know the three main elements (capital allocation, corporate stewardship, and transparency) of sustainable investing. • know the possible objectives (financial gain, value alignment, or impact) of sustainable investment approaches. • know the three dimensions of ESG and can allocate these elements to the various sustainable investment approaches. • know the basics of crypto assets and decentralized finance. 																														
Module Content	<ul style="list-style-type: none"> • Performance measurement and its distinctive features in active investment management • Behavioral finance • Theories of active portfolio management • Equity valuation • 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 semester assignment, to be assessed • Sustainable investing 																														
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.2QMeth.XX • w.BA.XX.2FIPT.XX 																														
Digital Learning Resources	<ul style="list-style-type: none"> • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests 																														
Methods of Instruction	<ul style="list-style-type: none"> • Interactive Instruction • Exercises • Case Studies • Lecture • Literature Review • Application Tasks • E-learning 		<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work 																												
Type of Instruction	<table border="1"> <thead> <tr> <th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr> </thead> <tbody> <tr> <td>Large Class</td><td>56 h</td><td>56 h</td><td></td></tr> <tr> <td>Small Class</td><td>-</td><td>-</td><td></td></tr> <tr> <td>Group Instruction</td><td>-</td><td>-</td><td></td></tr> <tr> <td>Practical Work</td><td>-</td><td>-</td><td></td></tr> <tr> <td>Seminar</td><td>-</td><td>-</td><td></td></tr> <tr> <td>Total</td><td>56 h</td><td>56 h</td><td>68 h</td></tr> </tbody> </table>				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
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		open book	60	65.00
	Permitted Resources		Free choice calculator	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Einzelarbeit	0	35.00
Classroom Attendance Requirement	None				
Compulsory Reading	<ul style="list-style-type: none">• Lecturer's slides• Articles/textbook chapters (all resources available on Moodle).				
Recommended Reading	<ul style="list-style-type: none">• Bodie, Z., Kane, A. & Marcus, A. (2013). Essentials of Investments. 9E edition. New York: McGraw-Hill. ISBN 13 9780077148249. Later editions may also be used.				
Comments					