

Valid from 2025.FS

Module description: Active Investment Management		
Module Code	w.BA.XX.3AIM-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Students become familiar with the problems of asset management and able to implement the main financial instruments, including alternative investments, to propose practical solutions. They will be able to manage the corresponding investment processes and think in integrated ways. They will understand the significance of institutional investors in Switzerland and abroad, in particular pension funds and investment 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"> <li>Business Administration - Specialization in Banking and Finance (FLEX)</li> </ul>	
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	<b>Module Type</b> Compulsory	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge	Basic knowledge of finance, mathematics, banking, and Excel	
Contribution to Program Learning Objectives (by the concerned 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	<p><b>Professional Competence</b></p> <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> <p><b>Methodological Competence</b></p> <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> <p><b>Social Competence</b></p> <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> <p><b>Self-Competence</b></p> <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>	

## Module description: Active Investment Management

Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• know the benefits and drawbacks of active and passive asset management and are able to deal with various solution approaches.</li><li>• are able to analyze a listed share and value it fairly.</li><li>• can explain performance attribution as a breakdown of a multi-stage investment process and carry it out in a quantitative manner.</li><li>• know important quantitative investment strategies, such as CTA/managed futures and risk parity.</li><li>• know the main selection criteria and the advantages and disadvantages of the various types of investment funds (including ETFs and real estate funds).</li><li>• are familiar with the challenges facing Swiss pension funds.</li><li>• know when, where, and why real estate investments and private equity investments are used.</li><li>• can differentiate between the various psychological effects of investing.</li><li>• can assign patterns in the development of market prices to individual psychological effects.</li><li>• know the three main elements (capital allocation, corporate stewardship, and transparency) of sustainable investing.</li><li>• know the possible objectives (financial gain, value alignment, and impact) of sustainable investment approaches.</li><li>• know the three dimensions of ESG and can assign these elements to the various sustainable investment approaches.</li><li>• know the principles of crypto assets and decentralized finance.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• Performance measurements and their characteristics in active investment management</li><li>• Behavioral finance</li><li>• Theories of active portfolio management</li><li>• Share valuation</li><li>• Investment funds</li><li>• Alternative investments, such as hedge funds and private equity</li><li>• Real estate</li><li>• Active and passive asset management: practical challenges</li><li>• Institutional investors; Swiss pension funds</li><li>• Sustainable investing</li><li>• Crypto investments and decentralized finance</li><li>• Graded written semester assignment</li></ul>																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.1QMeth.XX</li><li>• w.BA.XX.1FIPT.XX</li></ul>																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Application Tasks</li><li>• Interactive Instruction</li><li>• Lecture</li><li>• Exercises</li><li>• Case Studies</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li></ul>																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>24 h</td><td>88 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>24 h</td><td>88 h</td><td>68 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	24 h	88 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	24 h	88 h	68 h
	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																													
Large Class	24 h	88 h																														
Small Class	-	-																														
Group Instruction	-	-																														
Practical Work	-	-																														
Seminar	-	-																														
Total	24 h	88 h	68 h																													

## Module description: Active Investment Management

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"><li>• Slides (presentations)</li><li>• Articles and chapters from textbooks (all resources will be available on Moodle)</li></ul>				
Recommended Reading	<ul style="list-style-type: none"><li>• Bodie, Z., Kane, A. &amp; Marcus, A. (2013). Essentials of Investments. 9E Auflage. New York: McGraw-Hill. ISBN 13 9780077148249. More recent editions are also possible.</li></ul>				
Comments					