

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	:	Bachelor of Arts in Personal Finance; all undergraduate programmes
Programme QF Level	:	5
Course Title	:	Investment Analysis and Portfolio Management for Personal Needs
Course Code	:	BUS4059
Department	:	Department of Social Sciences and Policy Studies
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Course Level	:	4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course aims to equip students with the knowledge and skills required to make informed investment decisions that align with individual financial goals and risk preferences. Throughout the course, students will delve into sophisticated topics such as strategic asset allocation, rigorous risk management techniques, advanced diversification strategies, and the meticulous evaluation of investment performance. Emphasis will be placed on gaining a nuanced understanding of various investment instruments, including equities, fixed income securities, collective investment schemes, real estate, and alternative investments.

The course will also encompass the intricate evaluation of investment performance employing robust metrics and widely recognized industry benchmarks, thereby enabling students to proficiently gauge the efficacy of their investment strategies. Upon the completion of this course, students will possess the acumen necessary to meticulously assess a broad spectrum of investment options, adroitly construct meticulously diversified portfolios, and adroitly manage risk with precision.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ critically analyze and evaluate the risk and return profiles of diverse investment instruments, including stocks, bonds, mutual funds, and other financial products, to make informed investment decisions;
- CILO₂ critically assess and determine the appropriateness of investment options, considering their financial goals, risk tolerance, and market conditions, to optimize investment outcomes;
- CILO₃ apply advanced asset allocation strategies, diversification techniques, and risk management principles to construct well-balanced investment portfolios that align with individual financial objectives;
- CILO₄ develop personalized investment plans tailored to specific financial goals, implement effective strategies to monitor portfolio performance, and employ appropriate rebalancing techniques to maintain optimal asset allocation.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
<ul style="list-style-type: none">– In-depth exploration of the risk and return characteristics of different investment instruments such as stocks, bonds, mutual funds, derivatives, and alternative investments– Analysis of historical data, market trends, and economic indicators to understand the performance and volatility of these investment instruments– Evaluation of the factors influencing investment returns, including interest rates, inflation, and market conditions	CILO ₁	Lecture; Hand-on practices and calculations; lecturer-led questions and answers.
<ul style="list-style-type: none">– Advanced techniques for assessing and reviewing the suitability of different investments based on financial goals	CILO ₂	Lecture; Hand-on practices and calculations;

<ul style="list-style-type: none"> and risk tolerance – Examination of investment evaluation metrics such as price-to-earnings ratio, price-to-book ratio, and dividend yield – Case studies and simulations to critically analyze investment opportunities and make informed investment decisions – Compare the AI-empowered to traditional investment strategy on the advantages and disadvantages 		lecturer-led questions and answers; Case study
<ul style="list-style-type: none"> – In-depth study of asset allocation strategies, including strategic asset allocation, tactical asset allocation, and dynamic asset allocation – Analysis of diversification techniques such as sector diversification, geographic diversification, and asset class diversification – Discussion on the importance of risk management in portfolio construction, including the use of hedging strategies and risk mitigation techniques 	<i>CILO₃</i>	Lecture; Interactive games.
<ul style="list-style-type: none"> – Strategies for implementing and monitoring investment portfolios, including the use of performance metrics, benchmarking, and portfolio rebalancing – Utilization of sophisticated tools and technologies for portfolio tracking and analysis 	<i>CILO₄</i>	Lecture; Guided assignments and research projects

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Mini-test The student will be invited to participate in a mini-test comprising several multiple-choice questions. This test aims to assess their comprehension of fundamental concepts of portfolio analysis and their ability to apply these concepts in simulated scenarios.	10%	<i>CILO_{1,2,3,4}</i>
(b) Individual Assignment Students will be given an individual assignment(s) during the course to examine their understanding of concepts and principles of portfolio analysis.	50%	<i>CILO_{1,2,3,4}</i>
(c) Group Project Students are required to collaboratively design an investment portfolio for a simulated client,	40%	<i>CILO_{1,2,3,4}</i>

Assessment Tasks	Weighting (%)	CILO
considering their financial goals, risk tolerance, and investment preferences.		

5. Required Text(s)

Rustagi, R. P. (2021). *Investment Analysis & Portfolio Management*. Sultan Chand & Sons.
 Sarpong, P. (2020). *Portfolio Management for Financial Advisors*. Centre for Financial Planning Studies.

6. Recommended Readings

Antony, A. (2020). Behavioral finance and portfolio management: Review of theory and literature. *Journal of Public Affairs*, 20(2), e1996.
 Bahar, N., Mustaffa, Z. S., & Ahmad, N. D. (2021, October). Portfolio Management: A bibliometric review of 20 years publication. In *2021 International Conference on Data Analytics for Business and Industry (ICDABI)* (pp. 230-234). IEEE.
 Cheng, L., Shadabfar, M., & Sioofy Khoojine, A. (2023). A state-of-the-art review of probabilistic portfolio management for future stock markets. *Mathematics*, 11(5), 1148.
 Gunjan, A., & Bhattacharyya, S. (2023). A brief review of portfolio optimization techniques. *Artificial Intelligence Review*, 56(5), 3847-3886.

7. Related Web Resources

Business Map <https://businessmap.io/>
 Microsoft Project Online <https://learn.microsoft.com/en-us/projectonline/get-started-with-project-online>
 Proggio <https://www.proggio.com/>

8. Related Journals

The Journal of Financial and Quantitative Analysis
Quantitative Finance
Mathematical Finance
International Journal of Bank Marketing
Journal of Finance
The Review of Financial Studies
Journal of Financial Counseling and Planning
Journal of Personal Finance
Journal of Consumer Affairs
International Journal of Consumer Studies

9. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

10. Others

Nil

Last updated on 4 October 2024