



Portfolio Management I - Online

This introduction to portfolio management theory lays out the different types of investor characteristics and their implications for portfolio construction. This course also teaches the basics of fixed income, equity and money market securities.

Please note that this is a curriculum of individual course modules. You will need to pass each module exam in order to qualify for a certificate of completion.

This is an asynchronous eLearning program that can be accessed 24/7 from any internet enabled computer.

Targeted Audience

Junior portfolio managers, money managers, research analysts, client services staff, consultants, individual and institutional investors, private bankers and financial advisors, research staff members of pension boards and plan sponsors.

Advance Preparation

No advance preparation required.

Prerequisites

None

Learning Objectives

Students will be able to:

- . Define portfolio management and the portfolio management process
- . Identify institutional investors and their specific characteristics
- . Identify different types of investment instruments used by institutional investors

- . Apply the Five-Way Model to analyze and understand prospective clients and their needs
- . Determine how much risk an individual can assume by examining portfolio goals
- . Compare traits of individual and institutional investors
- . Compare and contrast different types of money market funds, and discuss the specific advantages and disadvantages of each
- . Calculate the bank discount basis and bond equivalent yields on a Treasury Bill
- . Select the best investment vehicle to meet a hypothetical client s needs
- . Describe the characteristics of long-term debt instruments
- . Define key terms related to the bond market.
- . Identify the major types of domestic and foreign bonds.
- . Assess the utility of different debt instruments.
- . Describe bond ratings.
- . Explain how bond issuers enhance credit ratings. Define key terms used in the securities market.
- . Compare and contrast two types of analysis. Identify factors affecting share price.
- . Apply four basic measures to determine the accuracy of stock prices.
- . Identify companies that are attractive investments.
- . Define risk, and discuss the role it plays in portfolio management. Explain the relationship between
- . Identify actions that can be taken to rebalance a portfolio. Use different methods to evaluate portfolio returns.
- . Assess whether your client s overall investment objectives have been met.

Follow-Up Courses

Portfolio Management II - Online

Financial Planning - Online

Wealth Management - Online

Portfolio Management Suite

Get Smart about Investing

Level: Basic

CPE Credits: 7

Instructional Method: Self-Study

Detailed Outline

Module 1: The Institutional Investor - Online

- . The portfolio management process
- . Types of institutional investors

Module 2: The Individual Investor - Online

- . Five way model
- . Risk and the individual investor: an examination of portfolio goals
- . Individual vs. institutional investors

Module 3: Money Markets and Portfolio Management - Online

- . Different types of money market funds
- . Advantages and disadvantages of different types of money market funds
- . Government treasury bills including bank discount basis and bond equivalent yields
- . Selecting investment vehicles based on the needs of a hypothetical client

Module 4: Managing Portfolios with Bonds - Online

- . Characteristics of long-term debt instruments
- . Key terms related to the bond market
- . Assessing the utility of different debt instruments

Module 5: Managing Portfolios with Equities - Online

- . Compare and contrast methods for valuing

Module 6: Portfolio Theory: Risk and Return - Online

- . The role of risk in portfolio

equities

- . Dividends, earnings and assets
- . Identifying attractive equities for investment

management

- . Relationship between risk and return
 - . Risk measurement techniques
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Module 7: Portfolio Theory: Portfolio

Monitoring - Online

- . Alternative strategies
- . Rebalancing a portfolio
- . Methods for evaluating portfolio returns
- . Assessing client satisfaction with risk/return balance

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