



Fundamentals of Investment Management

In this one-day course, participants will learn about the investment management business. We will focus on the following issues: the nature of the investment management business; the types of clients you might serve; which kinds of investments you might manage; the distribution of your "product"; your management style; who is keeping an eye on you, besides the client; how do you make investment decisions; what portfolio risks do you take to earn the return; fee structures for the manager.

Targeted Audience

This course is designed for all staff members who work in an investment management/advisory area, but do not have direct responsibility for investments or client relationships. This course can also be useful in providing employees training for a career in private banking/wealth management. Additionally, the following people would also benefit: service assistants and relationship officers need to know the basic structure of the business, how it works, who the participants are, how they operate and other information so they can present themselves as knowledgeable to staff and clients with whom they interact; compliance and internal audit specialists need this information in order to do a proper job of ensuring compliance with applicable laws, rules and internal procedures.

Special Offer

Clients who register for this course will receive a complimentary 4-month subscription to FT.com. The Financial Times is the world's most respected financial newspaper, providing a broad assessment on finance, business and the industrial sector. The move to the electronic version follows an ongoing review of our environmental responsibilities as a global business and as part of the Pearson group. FT.com also has features that are not available in hard copy, such as: Special Reports, Alphaville, editor blogs, education sections and much more! Subscriptions will start within 6-8 weeks of the start of class and are limited to one subscription per client. (Please note: as of May 1, 2011, the electronic subscription replaces the hard-copy 3-month Financial Times subscription.)

Advance Preparation

No advance preparation required.

Prerequisites

A basic knowledge of investments.

Learning Objectives

Students will be able to:

- . Understand the investment management business and how an investment management firm operates
- . Understand the most commonly used terms in the investment management industry
- . Discuss different aspects of the investment management industry
- . Better assist their firm in offering investment management services to clients
- . Better present themselves as knowledgeable to staff and clients with whom they interact
- . Better understand their contribution to the business

Alumni Comments

"I thought it was a good overview of investment management."

Level: Basic

CPE Credits: 7.0

Instructional Method: Group-Live

Detailed Outline

Overview of The Investment Management Industry

- . Types of businesses
- . Different functions
- . Different types of clients
- . Various types of investments managed
- . How products are sold
- . How money is managed
- . Regulations

- . Investment theories
- . The process
- . Basic risk/return measurements
- . Types of risk
- . How we get paid

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