Grow Wealth: Asset Management

Explore the basics of portfolio management using traditional asset classes. Learn how to identify appropriate risk and return parameters and how to explain asset allocation, diversification, and portfolio performance to clients.

Targeted Audience

New Private Bankers, New Wealth advisers, Brokers who are going to cover broader wealth solutions, Portfolio Managers and other Product Specialists requiring an in-depth overview of wealth management, Individuals working in the finance arena

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

Minimum experience of one year is recommended.

Learning Objectives

Students will be able to:

. Understand the basics of portfolio management

. Understand how to identify appropriate risk and return parameters

. Explain asset allocation, diversification, and portfolio performance to clients.

Level: Intermediate

cfp Credits: 14.0

CPE Credits: 14.0

Instructional Method: Group-Live

Detailed Outline

Part 3 of the Wealth Management Program

Day 1

. Introduction/Objectives
. Risk/Return Pyramid Exercise
. Types of Investment Risks and Opportunities
. - Industry/company risk
. - Market risk
. - Credit risk
. - Interest rate risk
. - Call/reinvestment risk
. - Inflation risk
. - Liquidity risk
. - Currency risk
. - Political/economic risk
. - Market timing risk
. Investment Instruments - Client Factors -Market Factors
. - Three Major Types
. - - Equity
. - - Debt
. - - Synthetic
. Client Factors
. - Purpose of Funds

Day 2

. Debrief Homework Exercise
. Securities Valuation Bonds
. - Yield Curve - Effect on Various Bonds
. - Credit Risk
. - Coupon Risk - Impact of Coupon on Price Volatility
. - Maturity Risk - Impact of Maturity on Price Volatility
. - Duration Risk Impact of Duration on Price Volatility
. - Call Risk - Impact of Callability on Price Volatility
. Game (exercise to review investment terms and principles)
. Securities Valuation Stocks
. - Reasons for Price Fluctuations
. - Sources of Potential Reward
. - Dividends - Capital Gains - Currency
. - Techniques for Estimating Future Prices
. - Considerations:
. - General market trends

. - Time Horizon
. - Risk Tolerance
. - Liquidity Needs
. - Tax Considerations
. Game (exercise to review investment terms and principles)
. Introduction to Asset Allocation
. Asset Allocation Exercise 1
. Debrief Asset Allocation Exercise

. - Companies earnings trend
. - Relative valuation (e.g. P/E ratio, yield,etc.)
. - Use of Technical Analysis
. - How Exposure to Foreign Exchange Alters Investment Re¬turns
. Debrief Homework Exercise
. Diversifying Investments
. - By asset class
. - By geography
. - By style
. Game (exercise to review investment terms and principles)
. Portfolio construction
. - Asset allocation
. - Security selection
. - Currency strategy
. Review exercise
. Wrap up and evaluations
. Review Exercise

For more information regarding administrative policies such as complaints and refunds, please contact our offices at 212-641-6616.