

Meeting Investors' Goals – Syllabus

- Week 1 : General Introduction and Key Concepts
 - Lesson 1: Introduction
 - **Lecture:** Why you should choose this course
 - **Lecture:** An example: buying is easy, but when is it a good time to sell? – Buying
 - **Lecture:** An example: buying is easy, but when is it a good time to sell? – Holding
 - **Lecture:** An example: buying is easy, but when is it a good time to sell? – Selling
 - **Forum discussion:** What about you?
 - Lesson 2: Useful things to know before this course
 - **Lecture:** The key things you need to know to define your investment profile (UBS guest speaker)
 - **Practice quiz:** Practice quiz on the relevant content of Course 1
 - **Reading:** Glossary
 - Lesson 3: Rational investment decisions
 - **Lecture:** What you will learn in this Module
 - **Practice quiz:** Guess 2/3 of the average
 - **Lecture:** Rational decision making
 - **Graded quiz:** Graded quiz on the content of Week 1
- Week 2: How Individuals Make Financial Decisions
 - Lesson 1: Cognitive biases
 - **Lecture:** How our brain may misinterpret information
 - **Lecture:** The basic steps in investment
 - **Lecture:** Biases when choosing which assets to look at
 - **Lecture:** Biases when processing financial information
 - **Lecture:** Biases when rebalancing your portfolio
 - **Lecture:** Biases when evaluating performance
 - **Lecture:** Wrap up
 - **Graded peer review assignment:** Cognitive biases
 - Lesson 2: The impact of emotions on investment decisions
 - **Lecture:** How our emotions impact our investment decisions
 - **Lecture:** Why we trade
 - **Lecture:** What can we learn from this?
 - **Lecture:** The role of media in financial markets
 - Lesson 3: Other influences on investment decisions
 - **Lecture:** Honesty and trust in investment decision making – Study design
 - **Lecture:** Honesty and trust in investment decision making – Study results
 - **Forum discussion:** How would you enforce trust?
 - **Lecture:** Impact investing (UBS guest speaker)
 - **Lecture:** Are emotions always a bad thing in investing
 - **Graded quiz:** Graded quiz on the content of Week 2

- Week 3: Market Efficiency, Bubbles & Crises
 - Lesson 1: Market efficiency
 - **Lecture:** What you will learn in this Module
 - **Lecture:** Defining market efficiency
 - **Lecture:** Testing for the efficient market hypothesis: Weak form
 - **Lecture:** Testing for the efficient market hypothesis: Semi strong form
 - **Lecture:** Testing for the efficient market hypothesis: Strong form
 - **Forum discussion:** Do you think markets are efficient?
 - **Graded quiz:** Graded quiz on market efficiency
 - Lesson 2: Origins of financial bubbles and crises
 - **Lecture:** Overview of different origins of financial crises
 - **Lecture:** A first example for the development and fallout of a real crisis: the VW scandal
 - **Lecture:** A second example for the development and fallout of a real crisis: oil shocks – 1970s
 - **Lecture:** A second example for the development and fallout of a real crisis: oil shocks – 2000s
 - **Lecture:** A first example of an anticipation crisis: 1987 – The “Fed Model”
 - **Lecture:** A first example of an anticipation crisis: 1987 – The crash
 - **Lecture:** A second example of an anticipation crisis: 2000
 - **Lecture:** The perfect storm: the global financial crisis – Global imbalances
 - **Lecture:** The perfect storm: the global financial crisis – Policy errors
 - **Lecture:** The perfect storm: the global financial crisis – Lax regulation
 - **Graded quiz:** Graded quiz on the content of Module 3
 - Lesson 3: Central banks and financial stability
 - **Lecture:** How do central banks deal with the issue of financial (in)stability? – Course 1 recap
 - **Lecture:** How do central banks deal with the issue of financial (in)stability? – Asset prices
 - **Lecture:** An interview with Prof. Jean-Pierre Danthine
- Week 4: Portfolio Construction and Investment Styles
 - Lesson 1: Portfolio construction
 - **Lecture:** What you will learn in this Module
 - **Lecture:** Building a portfolio the top-down way – Definition
 - **Lecture:** Building a portfolio the top-down way – Use
 - **Lecture:** Building a portfolio the top-down way – Importance
 - **Lecture:** Portfolio construction via bottom-up (UBS guest speaker)
 - **Graded quiz:** Grade quiz on portfolio construction
 - Lesson 2: Investment styles
 - **Lecture:** Value versus growth
 - **Lecture:** Fundamentals or quantitative driven style? (UBS guest speaker)
 - **Lecture:** Contrarian versus momentum – Momentum

- **Forum discussion:** Give it a try: Momentum
- **Lecture:** Contrarian versus momentum – Contrarian
- **Forum discussion:** Give it a try: Contrarian
- **Lecture:** Core & satellite
- **Lecture:** Thematic investment (UBS guest speaker)
- **Graded quiz:** Graded quiz on investment styles