

ASSET MANAGEMENT
Spring, 2009

Teacher: 路祥琛
Office: B1044
Phone: 2621-5656 × 2871
Fax: 2621-4755
Office Hours: Wednesday 10:30AM – 12:00 noon,
Thursday 1:30PM – 3:30PM,
Friday 10:30AM – 12:00 noon, or by appointment
E-mail: sclu@mail.tku.edu.tw
Web: <http://dctsp.ec.tku.edu.tw/123800qp>

Reference Text

Investment Analysis and Portfolio Management, Eighth Edition – Reilly & Brown (South-Western).
Asset Management – Acharya (Wiley).
Portfolio Construction, Management, and Protection, Third Edition – Strong (South-Western).

Course Description

This course provides an in-depth discussion about managing assets in this ever-changing global economy.

Evaluation

There will be one exam. The final grade will be based on a weighted average of classroom participation, assigned reading, term project, and final exam:

Classroom Participation	10%
Reading Assignments	25%
Term Project	35%
Final Exam	30%
<hr/>	
Total	100%

Classroom Participation

One's physical presence in class is prerequisite to an excellent grade in participation. Beyond this, one's presence as a listener, one's participation in discussion, and one who encourages others to speak, will be measured for a grade worth 10% of the final mark.

Reading Assignments

Reading assignments will be posted on the class website one to two week ahead of scheduled. Students are expected to share responsibility for presenting the assigned papers and for fruitful discussion about the day's topic. Reading assignments will count for 25% of the final grade.

Term Project

As part of the graduate program, each student is required to engage in a term project for this course. Students will be assigned to develop an allocation of a portfolio and an approach to manage the portfolio. Students can work collaboratively with other students. Each portfolio will be presented to the class, and the final presentations will count for 35% of the final grade

Exams

There will be one exam. The format of the exam and the exam date/time will be decided by May, 2008.

Appeal Procedure

If you believe that additional credit is deserved on your assignment or exam, you may submit a written appeal for up to one week after the assignments or the exam is returned to you. Your appeal should be typed, one page or less, and include explanations regarding which items deserve more credit and why.

Policy On Cheating

Cheating will not be tolerated. Evidence of cheating will result in minimum penalty of a failing grade for the course (請參閱學生手冊).

Tentative Course Outline

This outline is tentative and preliminary. There could be deviation from the schedule. However, exam dates are unlikely to be changed.

<u>Week</u>	<u>Topic/Task</u>
1	Market efficiency and modern portfolio theory – a review
2	Setting portfolio objectives
3	Statements of investment policy
4	The asset allocation decision
5	Managing equity portfolio – equity style
6	Managing equity portfolio – trading
7	<u>Spring Break, NO CLASS</u>
8	Managing equity portfolio - strategies
9	Managing equity portfolio - strategies
10	Exam I
11	Managing bond portfolio
12	Market timing
13	Managing individual investor portfolio
14	Managing institutional investor portfolio
15	Evaluation of performance
16	Behavior finance
17	Term project presentation
18	Exam II