1. **Title of the module**

BUSN7720 (CB772): Portfolio Management

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

Prerequisite: BUSN7750 Investment Analysis

1. **The programmes of study to which the module contributes**

BSc (Hons) Finance and Investment with a Year in Industry

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate systematic knowledge, understanding and critical awareness of the theory in portfolio management.

8.2 Demonstrate a comprehensive understanding of the techniques applicable to solve problems in portfolio management.

8.3 Appreciate recent developments and methodologies in portfolio management and the links between the theory and their practical application and to critically evaluate such methodologies.

8.4 Demonstrate a comprehensive understanding of the current issues relevant to the portfolio management industry.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1. Demonstrate a logical mathematical approach to solving problems in portfolio management.

9.2. Effectively, communicate information, ideas, and solutions to both specialist and non-specialist audiences.

9.3. Demonstrate an ability to use relevant information technology.

9.4. Demonstrate an ability in time management, working with others, organization and studying so that tasks can be planned and implemented at a professional level.

1. **A synopsis of the curriculum**

This module provides students a solid foundation on key topics of portfolio management, which covers various categories of portfolios and constructing portfolios targeting given objectives. The content includes:

* + The Investment Policy Statement
  + Modern Portfolio Management Concepts, Asset Classes, and International Diversification
  + Management of Individual/Family Investor Portfolios
  + Management of Institutional Investor Portfolios
  + Economic Analysis, Setting Capital Market Expectations, and Industry Analysis
  + Asset Allocation, Risk Aversion and Optimal Risky Portfolios
  + Portfolio Construction and Revision, Portfolio Theory and Practice
  + Performance Evaluation of Portfolio Management

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Core reading:

Keith, B.C. and Frank, R.K. (2011). *Analysis of Investments and Management of Portfolios*. Boston, MA: Cengage Learning.

Recommended reading:

Bodie, Z., Kane, A. and Marcus, A.J. (2014). *Investments*, Global Edition. Columbus, OH: McGraw-Hill Education.

[Project Management Institute](https://www.amazon.co.uk/Project-Management-Institute/e/B015AKN1D2/ref=dp_byline_cont_book_1) (2013). *The Standard for Portfolio Management*, [Project Management Institute](https://www.amazon.co.uk/Project-Management-Institute/e/B015AKN1D2/ref=dp_byline_cont_book_1) Inc, Pennsylvania, USA.

1. **Learning and teaching methods**

This module employs lectures, seminars and private study.

Total Contact Hours: 32

Private Study Hours: 118.

1. **Assessment methods**
   1. Main assessment methods

Group project – 3000 Words: 40%

Group presentation: 20%

2 x In-course tests: 40%

* 1. Reassessment methods

Reassessment will be on a like-for-like basis

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** | **Hours allocated** |  |  |  |  |  |  |  |  |
| **Private Study** |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |
| Lecture |  | **X** | **X** | **X** | **X** | **X** |  |  |  |
| Seminar |  | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| ICT #1 | 20% | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| ICT #2 | 20% | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Group Portfolio Management Project (3,000 words) | 40% | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Group presentation | 20% | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

The textbooks are internationally well recognized textbooks adopted by many international institutions, which are specifically designed for studying the core curriculum of CFA ® on portfolio management. The textbooks are full of many international cases in the industry. The assessment of portfolio project examines international cases. The learning contents include international examples. Discussion in seminars covers international aspects.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 22/01/2018 | n/a | September 2021 | n/a | Yes |
|  |  |  |  |  |