



# International Degrees Ltd

Financial Training Academy Courses

From the Heart of the World's Main Financial Centre

The Financial  
Training  
Academy Ltd

## CerIAM An Introduction to **Asset Management ()**

A Financial Services Training Event

***Venture Capital Management, Private Equity & Commodities or  
Alternative Investments***

Hands on, Tutor-led  
training at:

Bank,  
City of London

4 + 1 Days

- Including:
- Principles of Asset Management
- Quoted Equity Investment
- Quoted Fixed Income Investment
- Key Investment Analysis Techniques
- Asset Allocation Measures
- Portfolio Management
- Property Asset Management



## International Degrees Ltd

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### LOCAL CONTACT



**Course Director - Dennis Cox**

Dennis Cox is CEO of Risk Reward Limited, a Strategy and Risk Consultancy for the financial services industry, as well as being a director of a number of other companies. Risk Reward Limited is a strategy and risk consultancy that specialises in providing practical solutions to its client needs. These include meeting the challenges of the Basel Accord in respect of credit risk and operational risk, as well as other business and regulatory requirements. Entirely focussed on the financial services industry its consultants are all business professionals interested in transferring their knowledge to their clients. The structure of the firm enables Risk Reward Limited to specifically build teams that meet or exceed client expectations. Dennis was formerly Director, Risk Management at HSBC Operational Risk Consultancy and spent 10 years in various senior roles with HSBC Prior to that he was Global Risk Director at Prudential Portfolio Managers Limited, with responsibility for credit, legal and operational risk for the global business. Previously he spent 12 years in practice with Arthur Young and BDO Binder Hamlyn.

Among a range of external interests he is a senior Council member of the ICAEW, Chairman of the Financial Planning Committee of the London Society and a member of the Money Laundering Committee; together with being the Chairman of the Risk Forum for the Securities and Investments Institute. He also represents the public interest in the regulation of the Institute of Actuaries for financial service matters.

A regular writer he was the joint author of the Mathematics of Banking & Finance published by Wiley in March 2006 and is editor of Frontiers of Risk Management for Euromoney (published April 2007), prior to commencing with development of two further texts for Wiley.

**An Introduction to Asset Management.**

Asset Management is becoming an increasingly important part of the financial services landscape. With a developing variety of products available and additional customer led demands, asset managers are becoming increasingly sophisticated in their approaches.

**Why Attend?**

This asset management: techniques, risks and controls training course is designed to provide the course participants with an outline understanding as to the key issues that exist within asset management as the industry continues to develop.

By the end of the course delegates will have considered the variety of asset types available to the asset management industry, together with the controls that are necessary to mitigate the risks that are being run.

The programme will concentrate on the main asset types: equity (listed and unlisted), fixed income and property, whilst referring to other available asset types. Key investment appraisal techniques will be explained and demonstrated through practical case studies. The appointment of asset managers and the role that external asset managers can play will also be considered.

**Who Should Attend?**

The programme is aimed at delegates developing their understanding of asset management and the controls and risks associated with this business. Anyone with an interest in obtaining a better understanding of the asset management industry should attend including:

- Fund Managers and analysts
- Portfolio Managers
- Fixed income and equity analysts
- Risk managers
- Internal audit
- External audit
- Administration, middle and back office staff
- Compliance officers
- Suppliers to the asset management industry
- Consultants

**Training Methodology**

The learning format is to adopt a mixture of structured lectures and practical case studies. The practical case studies will enable the delegates to appreciate the importance of analysis, risk and control.

**Course Level**

Whilst some basic knowledge of investments would be beneficial, the course will commence with a brief refresher to deal with basic concepts. Given the focus on the practical it is important for delegates to contribute to the course to ensure that all delegates achieve the maximum value from the event.

**4 + 1 Days**  
**£650 per Day\* + VAT**  
\*Promotional Price





**Day 5 Option A  
Alternative Investments**

**Objective:** To consider in brief some of the other asset types that are either emerging or available within the asset management industry to enable participants to understand the key elements that such assets will add to a portfolio.

- **Structured Products**
  - Risks and returns
- **Hedge Funds**
  - What is a hedge fund?
  - Leverage
  - Short investing
  - Hedge fund performance cycles
  - Risks and Control
- **The use of Derivatives in Asset Management**
  - OTC vs ETD
  - Types of Derivatives used in Asset Management
    - *Futures*
    - *Options*
  - Risks and controls associated with derivatives, including documentation and reporting issues
  - Valuation issues

Throughout this session we will consider the different asset types and what each brings to a portfolio in terms of diversification. The risks and controls will be considered in each case.

**Case Study:** *Identification of key risks and controls in respect of each of the alternative investment classes.*

**Day 5 Option B  
Venture Capital / Private Equity / Commodities**

**Objective:** To consider in brief some of the other asset types that are either emerging or available within the asset management industry to enable participants to understand the key elements that such assets will add to a portfolio.

- **Venture Capital**
  - The market
  - How to select an investment
  - Valuation issues
- **Private Equity/Angel Finance**
  - Suitability
- **Commodities**
  - Growth in market
  - Role in a portfolio

**Case Study:** *Review a series of venture capital business plans and consider which would make a suitable investment.*

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