Columbia Business School

Asset Management
(B8323-001 – Fall 2014)

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Classroom: Uris 332
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Office Hours: by appointment
Teaching Assistant: TBD

Practical Details:
Class times: See schedule on Canvas and outline below.
Prerequisites: Students must have taken or exempted from B6301 Corporate Finance. Students must have taken or exempted from B6302 Capital Markets and Investments or take it as a co-requisite.
TAs: The TA will hold a review session on basic statistical and finance concepts; he will also hold a few review sessions regarding the class material/testbank questions. Finally, he will also help with potential problems with the mean-variance optimization software I use for the class.

COURSE DESCRIPTION AND COURSE OBJECTIVE:

The course provides students with a fundamental understanding of the principles and analytics of asset management as applied to both institutional and private clients. This course will be of great interest to anyone aspiring to a career in asset, portfolio, private wealth, endowment, or pension fund management. A fundamental understanding of the issues in asset management, whether institutional or private, will also be helpful in other areas of finance such as investment banking, insurance, accounting and personal finance. In addition, students will learn how to better manage their future personal wealth.

All investors face three main problems, which will be covered to varying degrees in the course:

1. Asset Allocation – How do investors decide on the level of capital to allocate to individual asset classes?
   - Strategic asset allocation of pension funds/endowments
   - Global asset allocation (Quantitative asset management)
   - Individual’s asset allocation

2. Implementation issues-How to implement the asset allocation?
   - Portfolio Manager Selection: Asset owners usually delegate management of their portfolios to financial intermediaries, which may invest across a broad array of assets or specialize in a certain investment style or asset class.
   - Investment Vehicles – passive versus active management, mutual funds, ETFs, hedge funds and private equity.
3. Performance Measurement – How do investors determine how well money managers have performed?

The course will include finance theory, statistical analysis and basic optimization theory, mirroring the investment management industry’s increased reliance on quantitative methods. The class will attempt to bring students to the frontier of best practice, but also introduce new relevant concepts from academic research. In addition, throughout the class I will point out puzzling behaviors or empirical facts, motivating why they are puzzling, and outlining the most recent academic thinking regarding these puzzles.

The organization of the class is roughly as follows:

I. Institutional Asset Allocation

This section starts by reviewing modern portfolio theory and applying it to the problem of strategic asset allocation (relevant for pension funds or endowments). We then discuss the state-of-the art techniques used by quantitative asset managers, including the Black-Litterman model developed at Goldman Sachs. Globalization is a major trend affecting the asset management industry and we devote special attention to the international diversification of portfolios and the problem of global asset allocation. We also use international data to illustrate the quantitative tools employed in the industry. The final class in this segment examines emerging markets and how the globalization process has affected asset prices.

II. Performance Measurement and Investment Vehicles

We cover standard performance measures such as Sharpe ratios, Treynor measures, Jensen’s alpha and information ratios. These measures were mostly developed for standard long only portfolios, such as those offered by mutual funds. Mutual funds run both portfolios for both individuals and institutions but we will cover the mutual fund industry from the perspective of individual investors. We also analyze the state-of-the-art and popular technique of style analysis and apply it to the performance of the legendary Magellan Fund. We also discuss performance evaluation techniques for hedge funds. We use a case on active currency managers to discuss the emergence of a new asset class, performance measurement for active managers using technical analysis, and the value of an asset management business. The hedge fund industry is discussed more generally as well. We also devote a class to private equity using an outside speaker to cover most material.

III. Asset Management for Individuals

With the increasing importance of defined contribution plans, the responsibility of asset allocation has shifted to the individual. Financial planning for individuals has been revolutionized recently as more and more sophisticated advice has become available. We discuss special issues regarding individual asset allocation, including alternative preferences, life cycle investing, human capital, dynamic investing, taxes and retirement planning. We also discuss Private Wealth Management, the asset management for the very rich. Although Private Wealth Management relies on the concepts and analytics of institutional asset management, it has developed as a field of research and practice that
is distinctly separate from portfolio management and institutional asset allocation. The challenges introduced by the need for tax efficiency, including issues relative to wealth transfer, as well as psychological and behavioral issues differentiate the practice of Private Wealth Management. An experienced practitioner will present to the class as the instructor has no special expertise in this area.

**CONNECTION WITH THE CORE:**
The class will utilize build on, and extend concepts covered in the following core courses:

**Corporate Finance:**
- Efficient markets
- Risk
- The CAPM

**Managerial Finance:**
- Statistics data analysis (means, correlations,…)
- Normal distribution
- Linear regressions

**Global Economic Environment**
- Material on exchange rates
- Interest rates and inflation

The course builds heavily on and deepens much of the material covered in Capital Markets.

**COURSE MATERIALS:**
- Class notes, Case materials (to be made available through Canvas);
- *Course Readings*, bound volumes of readings, cases.
- Some chapters in Bodie, Kane and Marcus, (Irwin McGraw Hill), the text for Capital Markets (B6302), should prove useful for a better comprehension of investment analytics.
- Recommended books:
  - The Intelligent Portfolio by Christopher L. Jones. This book will be a nice complement to a number of classes and provides a free try – out of the Financial Engines financial advice product.
  - International and Financial Management by Geert Bekaert and Robert Hodrick; some classes built heavily on some chapters in the book.

**METHOD OF EVALUATION/COMPONENTS OF THE GRADE**
Most assignments for this class will be conducted within groups of 3 to 5 people. The groups are to be the same for all cases / assignments and the group members will rate each other’s contribution at the end to avoid free riding. The groups should be formed as soon as possible, preferably in the first week.

1) **Case Write Ups (45%)**
There will be 7 Cases. This could be a genuine Harvard case (for example the Harvard Management Company case) or it could be a mini-case or exercise written by the
instructor (for example the G7 Global Asset Allocation Case). Each case is accompanied by a set of questions that have to be answered in a formal document, written by the group. This document must be handed in at the beginning of the class in which the case is discussed. Because the class notes contain the case solution, no late assignments are accepted. The Cases and due dates are clearly listed on Canvas. The Syllabus below has a preliminary schedule, but please, check Canvas regularly for updates.

The total grade for the group will be based on the best five cases; the worst cases will not count towards your grade. That means that each group can elect to not submit two cases. Nevertheless, learning will be maximized when groups prepare the cases thoroughly on a consistent basis.

All class write-ups are Type A!

2) Class Participation and Attendance (15%)

Class participation is an important part of your grade. You will be graded on attendance, thoughtful participation in class, and overall contribution to the learning of your peers. I will punish students who do not attend: missing more than two sessions (which amounts to 25% of the classes) will lead to an incomplete grade for the class.

3) Final Exam (40%)

The Exam will take place according to the official exam schedule. It will be an open-book, written exam, which will primarily test your knowledge of the concepts taught in class. The exam should at most take three hours to complete. If you attend class and do the work, it should be rather straightforward to pass with flying colors.

Finally, I have prepared a number of questions (a “testbank”) designed to help you prepare for the final exam. You can solve these questions on your own but the TA will hold a review session based on the testbank material.

PRELIMINARY OUTLINE:
(12 sessions of 3 hours and 15 minutes)
The outline is highly preliminary and subject to change. In particular, speakers are, for now, taken from a previous class installment. The speaker list will be finalized before class. Readings will be added as we go on and the outline will be updated on Canvas. Classes denoted with an asterisk are likely to be “equation-intensive,” extra caffeine dosage highly recommended. Readings marked as “Background materials” are not required reading.

Important Note: A few classes and review sessions take place on Friday, and there is one Saturday lecture too to accommodate a high profile guest speaker.
Session 1 (Sept. 4, 9:00am – 12:15pm)
Introduction to Asset Management
Concepts and Techniques

The Asset Management Industry
Introduction to Wealth Management
Review of Concepts/Techniques of Modern Portfolio Management
Review of Mean Variance Optimization (with Matrix Algebra), using the Harvard Management Case as an illustration*
Introduction to Strategic Asset Allocation

Materials:
- READ BUT DO NOT SOLVE THE HARVARD MANAGEMENT CASE
- Class Notes
- Harvard Case 9-201-053: The Harvard Management Company and Inflation-Protected Bonds

Background Material:
- Bodie, Kane, Marcus (9th Edition), Chapters 5, 6, 7
- Jones, Chapters 1, 5

Session 2 (Sept. 11, 9:00am – 12:15pm)
Strategic Asset Allocation
The Case for International Diversification

Mean Variance Optimization continued
Strategic Asset Allocation at HMC
TIPS
Capital Market Assumptions Equities/Bonds
Endowments versus Pension Funds
Puzzle: The Fed Model

The “Case for International Diversification” and introduction to the G7 Case
Puzzle: Home Bias

Materials:
- WRITE UP THE HARVARD MANAGEMENT CASE DUE
- Class Notes
- Harvard Case 9-201-053: The Harvard Management Company and Inflation-Protected Bonds
- Bekaert-Hodrick textbook Chapter 13 on International Capital Market Equilibrium, Section 13.3

Background Material:
- Bodie, Kane, Marcus (9th Edition), Chapters 6, 7
- Jones, Chapters 2, 8
Friday, Sept. 13, 10:00 – 11:30 – Review Session on Statistics by Jaehyun Cho, Room WJW 208.

Session 3 (Sept. 18, 9:00am – 12:15pm)
Global Asset Allocation and the Black-Litterman Model

The G7 Case
Review of CAPM*
Revisiting Home Bias
The Black-Litterman Approach to Asset Allocation (Introduction)*

Materials:
- WRITE UP G7 CASE DUE
- Class Notes
- Bekaert-Hodrick textbook Chapter 13 on International Capital Market Equilibrium, Sections 13.4 and 13.5

Background Material:
- Bodie, Kane, Marcus (9th Edition), Chapter 9
- Jones, Chapter 4
- Bekaert and Wang, Home Bias Revisited, working paper.

Session 4 (Sept. 25, 9:00am – 12:15pm)
Advanced Asset Management: Black-Litterman “Light”, Factor Models

The Black-Litterman Model*
Revisiting the HMC Case*
The Treynor-Black Model*
Factor Models*

Materials:
- READ, SOLVE, BUT DO NOT SUBMIT G7 CASE II

Background Material:
- Bodie, Kane, Marcus (9th Edition), Chapters 8, 10 (Factor Models), 27 (Treynor-Black Model)

Session 5 (Oct. 2, 9:00am – 12:15pm)
Emerging Equity Markets/ Diversification Revisited

Emerging Markets and Asset Allocation
Globalization and Asset Prices
Contagion: No place to hide!

Materials:
- WRITE UP ON EMERGING MARKETS CASE DUE
Background Material:

  [http://www-1.gsb.columbia.edu/faculty/gbekaert/](http://www-1.gsb.columbia.edu/faculty/gbekaert/)
- Bekaert-Hodrick textbook, Chapter 12

Session 6 (Oct. 9, 9:00am – 12:15pm)

**Currency Hedging**

**Performance Measurement**

The Parity Conditions and Currency Hedging*

Standard Performance Measures

Style Analysis*

Materials:

- WRITE UP ON CURRENCY HEDGING CASE DUE
- Class Notes

Background Materials:

- Bodie, Kane, Marcus, Chapters 4 (Mutual Funds), 24 (Performance Measurement), 26 (Hedge Funds)
- Chapters 2, 3, and 6 in Bekaert-Hodrick Textbook

**NOTE: NO CLASS ON OCTOBER 24**

**TH, SPEAKER ON OCT. 26**

Non-Mandatory Review Session October 24th 9:00am to 10:30am

(Test Bank questions)

Session 7 (Oct. 23, 12:30pm – 3:30pm, Warren 311)

**Private Equity**

Speaker: Peter Cornelius, Research – Economist, AlpInvest Partners

(AlpInvest Partners is a leading independent global private equity investment manager)

Materials TBA

Session 8 (Oct. 30, 9:00am – 12:15pm)

**Currencies and Hedge Funds**
Active Currency Management/Hedge Funds  
Technical Analysis  
Currencies as an Asset Class  
Puzzle: The Carry Premium  
Commodities vs. Currencies  

Material:  
- WRITE UP ON CURRENCY CASE DUE  
- Nielsen, Bo. “Taylor Rules Currencies, Not to be Confused With the Other Guy,” www.bloomberg.com 2008  

Background Material  
- Bodie, Kane, Marcus, Chapters 24  
- Jones, Chapters 3, 5, 7, 9-11  
- Bekaert-Hodrick textbook, Chapters 7,10  

NOTE: NO CLASS ON NOV. 7TH, SPEAKER ON NOV. 9TH

Session 9 (Nov. 6, 8:30 am-11:30am, Warren 311)  
Personal Wealth Management  
Speaker on PWM Industry; Ann Kaplan, Circle Financial Management (former partner Goldman Sachs, Board of Trustees Columbia)  

Session 10 (Nov. 13, 9:00am – 12:15pm)  
Idiosyncratic Risk  
Introduction to Asset Management for Individuals  
Review Style Analysis  

Measuring Idiosyncratic Risk  
Quantifying the Cost of the Idiosyncratic Risk  
Company Stock and Asset Allocation  
Puzzle: Under-diversification  
The Mutual Fund industry  

Materials:  
- WRITE UP ON IDIOSYNCRATIC RISK CASE DUE  
- Class Notes  
- The BP-Amoco Case (Idiosyncratic Risk)  
- Harvard Case 9-201-052: The Harmonized Savings Plan at BP Amoco  

Background Material:  
- Jones, Chapter 6
NOTE: NO CLASS ON NOV. 21ST, SPEAKER ON NOV. 22ND

Non-Mandatory Review Session November 21st 9:00am to 10:30am (solving last year’s final)

Session 11 (Nov. 20, 3:45pm – 6:45pm, Warren 311)
Speaker: The Hedge Fund Industry, Ben Appen, CFA - founding partner, Magnitude Capital (Magnitude Capital is a 2 Billion Dollar fund of funds)
Speaker: Personal Online Finance, Jon Stein, Founder and CEO, Betterment

Session 12 (Dec. 4, 9:00am – 12:15am)
Mutual Funds and Performance Measurement
Individual Asset Allocation/ Retirement planning
Revisiting market efficiency
The Magellan Case
Puzzle: Why are there so many active funds?
ETFs
The Stock Market non-participation puzzle
Individual Portfolio Management
The Annuity puzzle
Rev up your Financial Engines

Materials:
- WRITE UP ON THE MAGELLAN CASE DUE
- Class Notes

Background Material:
- Jones, Chapters 3, 5, 7, 9-11
- Bodie, Kane, Marcus, Chapters 4, 5, 11, 24

Review Session TBA

FINAL EXAM: TBD