

# **FIN541 Asset Allocation and Wealth Management Business**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

FIN541 Asset Allocation and Wealth Management Business starts with a review of the latest emerging global trends and developments in wealth management industry as a result of economic development, government policies and international capital flow with special mention of the impact from digital technology. The course investigates the needs for wealth management for high net worth individuals to family businesses and how these needs can be met by carefully developed wealth planning approach. The need for traditional family businesses to transform their structures and management in order to sustain and expand their business will be discussed. The course discusses the process of portfolio design and implementation in private wealth management that reflect the complexities of the investor's unique circumstances. This discussion incorporates the current best practices and thoughts on investment management including the emerging trends of using financial technology to improve the portfolio design and execution and sustainable, responsible and impact investing (SRI). The course shares how to pick individual assets to form a good portfolio. Overall, the course is aimed at providing the wealth management professionals with the entire value chain of private wealth management - from asset allocation, portfolio construction and management techniques to analysing and selection of individual assets like stock, and introducing best practices within each part of the chain.

## **Topics:**

- Global trends of asset allocation and wealth management; and how the revolution and application of digital technology in financial markets provides challenges and opportunities
- Wealth planning with a focus on Asian wealth landscape: intergenerational wealth transfer, wealth protection (e.g. from business failure), estate and tax planning etc.
- Family business passing-on and transformation; importance of professional management and modern corporate governance to traditional family business
- Balancing risk and return; diversification effect of investment portfolio
- Asset allocation strategy, process and latest techniques; portfolio construction and management such as manager selection, investment vehicle and performance measurement; the use of big data and robotic financial planner
- Behavioural finance: investors' mindset and decision making, and impact on financial markets
- The analysis, methods and techniques of selecting individual investment
- Sustainable, responsible and impact investing: concepts, investment vehicles and strategies

## **Learning Outcome:**

- Assess the global emerging trends of asset allocation and wealth management
- Examine the unique asset allocation demand for wealth management in Asia
- Appraise various key drivers of investment performance, and how they influence asset allocation decisions
- Evaluate the importance of professional management and corporate governance in business succession and wealth protection to traditional family business
- Design and implement the process of managing private wealth, from planning, execution to monitoring of performance
- Construct sustainable, responsible and impact investing strategies with different objectives: environment, social justice, and corporate governance

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PARTICIPATION 1	10
	GROUP BASED ASSIGNMENT 1	40
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>