

Course Syllabus Investment Strategies

Professor: Richard Bernstein
Course #: B40.3122.60

Wednesday Evenings from 6:00 p.m. to 9:00 p.m.
Room: TBD

This course will discuss various investment strategies utilized by professional investors. It aims to give you practical insights regarding how strategies are used, and to better understand the strategies' strengths and weaknesses. Free copied materials are supplied by the professor and the guest lecturers.

The course objective is to give you a subjective and anecdotal approach to securities analysis, relative valuation, industry and group rotation, asset allocation, market timing, "theme" investing, and quantitative analysis. Several guest lecturers will speak to explore some of these concepts.

Both old and new market theories will be discussed within the context of financial history, including various sentiment, psychological, style, and cyclical influences on securities prices. Contrasts will be drawn between long-term and short-term strategies. Equity and fixed-income strategies will be investigated.

A considerable portion of each class will be an interactive discussion relating the concepts covered in the classes to actual financial market events, and a written mid-term assignment will mimic such discussions. The final written examination will focus on the basic concepts learned in class.

Grading for the course will be determined as follows: Mid-term assignment (40%), Final examination (40%), and class participation (20%).

Sept 17

Introduction to the Course and Course Outline and Requirements
The critical connection between macro- and micro-investing
Asset Allocation
Discussion of mid-term assignment/current financial event discussion

Sept 24

Sector Rotation
Style Investing
Current financial event discussion

Oct 1

Strategies for Individual Investors

Guest Lecturer: Ash Rajan – Merrill Lynch
Navigate the Noise
Current financial event discussion

****MID-TERM ASSIGNMENT DUE (in-class by Oct 1 or post-marked by Oct 8)****

Oct 8

No Class

Oct 15

Fixed-Income/Credit/Balance Sheet Analysis
Equities viewed as Bonds
“Quality”
Corporate Governance/Shareholder Rights
Current financial event discussion

Oct 22

Guest Lecturer: Jose Rasco (Merrill Lynch)
Long-term “Theme” Investing
The Political Cycle and the Presidential Election
Review of course by Prof. Bernstein
Current financial event discussion

Oct 29

****FINAL EXAMINATION 6:00 – 9:00 PM****

Recommended Preparation:

- Regularly read daily publications like the *Financial Times* and the *Wall Street Journal*, and weekly publications like *The Economist*.
- Critically watch/listen to CNBC, Bloomberg TV, and Bloomberg Radio (WBBR).
- View *Consuelo Mack WealthTrack* and *Nightly Business Report* on PBS.
- No texts are required reading, but those students with further interest should consider reading *Navigate the Noise* (Bernstein), *Style Investing* (Bernstein), *The Battle for the Soul of Capitalism* (Bogle), and *Devil Take the Hind Most* (Chancellor).

Students are expected to adhere to the School’s academic policies regarding attendance, academic conduct, and behavior. These can be reviewed online at http://w4.stern.nyu.edu/academic/affairs/policies.cfm?doc_id=7511.

If you have question about this course contact the TA/grader, XXXXXX at (212) XXX-XXXX or at XXX@stern.nyu.edu. Administrative questions should be directed to Kuri Gill in the Department of Finance at (212) 998-0346 or kgill@stern.nyu.edu.