

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**FINA 3336 – Investment Consulting, Institutional Business and Family Office**

<b>GENERAL INFORMATION</b>	
Instructor:  Email: Office: Phone: Consultation times:  Tutor:  Pre-requisite(s): FINA2320 Investments and Portfolio Analysis Co-requisite(s): Mutually exclusive:  Course website: Other important details:	
<b>COURSE DESCRIPTION</b>	
<p>The course aims to introduce the investment consulting industry and provides students with practical understanding of the industry in its relevance to the asset management and private wealth industry, particular in relation to institutional investors and family office. Students would be able to articulate and assess the process and methodology employed by the investment consultants in developing investment objectives, investment procedures and risk management of institutional clients, and able to compare and contrast the difference between sovereign funds, public funds, endowment funds, pension/retirement funds, corporate funds and family office managed fund. Students would also be able to identify the growing importance and dynamics of family office (single family office and multi family office) in managing family funds, wealth planning and succession planning for ultra-high networth individuals/families.</p>	
<b>COURSE OBJECTIVES</b>	
<p>The course provides a conceptual and practical approach to the understanding of the investment consulting industry – which has a long history with a niche focus – and how investment consultants help the institutional investors in developing investment objective/policy/guideline and in selecting asset managers and evaluation of managers’ performance.</p> <p>The course also provides a conceptual and practical approach to understanding the dynamics of a family office, how the family office helps the client in meeting their investment objectives as well as planning for wealth succession and wealth transfer.</p> <p>The course will provide an opportunity for students to apply the basic investments and portfolio analysis knowledge they acquired in the pre-requisite case into solving the issues/problems faced by the investment consultants. Students will be able to assess the development of the asset and wealth management industry and prepare students to pursue a career in institutional business, family office business and the finance industry in general.</p>	
<b>FACULTY LEARNING GOALS (FLGs)</b>	
<p><b>FLG1:</b> Acquisition and internalization of knowledge of the programme discipline  <b>FLG2:</b> Application and integration of knowledge  <b>FLG3:</b> Inculcating professionalism  <b>FLG4:</b> Developing global outlook  <b>FLG5:</b> Mastering communication skills  <b>FLG6:</b> Cultivating leadership</p>	
<b>COURSE LEARNING OUTCOMES (CLOs)</b>	
<b>Course Learning Outcomes</b>	<b>Aligned Faculty Learning Goals (FLGs)</b>
CLO1: To be able to apply the quantitative skills in investments and portfolio analysis obtained in the pre-requisite course to create strategies for institutional investment	FLG #1,2,3,4

consultants to serve the needs and solve the problems of institutional investors. CLO2: To compare, contrast and analyze the needs of different institutional investors including sovereign funds, public funds, endowment funds, pension/retirement funds, corporate funds and family office managed fund. Able to identify and evaluate their investment objectives, investment procedures and risk management policies and procedures. CLO3: To evaluate and articulate the value of investment consultants, how they help the institutional investors in developing investment objective/policy/guideline and investment charter/governance document. CLO4: To assess how investment consultants evaluate asset managers, the qualitative approach and the quantitative approach. CLO5: To appraise how investment consultants evaluate investment portfolios, the tools available and the evolution of relevant benchmark and index. CLO6: To comprehend the role of family office, from single family office to multi-family office, and justify how they assist high networth clients in solving their needs in investment and wealth transfer/succession CLO7: To assess the regulatory environment that affect the operations of investment consultants and family office and defend if the regulatory requirements are appropriate CLO8: To build up practical skills in meeting investment objectives and solving problems related to investments. CLO9: To develop communication skills and leadership skills through meeting with industry practitioners and through projects/presentations	FLG #1,2,3,4  FLG #1,2,3,4  FLG #1,2,3,4  FLG #1,2,3,4  FLG #1,2,3,4  FLG #1,2,3,4  FLG #1-6  FLG # 1-6
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**COURSE TEACHING AND LEARNING ACTIVITIES**

Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)
T&L1. Lectures	33	24.6
T&L2. Preparation and reading	27	20.1
T&L3. Mid-Term Project	30	22.4
T&L4. Consultation/interview/meeting with industry practitioner and preparation	4	3.0
T&L5. Final Take-home Exam	40	29.9
Total	134	100%

Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Classroom participation		10%	CLO 1-8
A2. Mid-Term Project: Group assessment		20%	CLO 1-8
A3. Mid-term Assignment		20%	CLO 1-8
A4. Final Take-home Assignment		50%	CLO 1-8

		Total	100%
<p>Mid-term Project: In small group, the students would be working on a case relating to investment portfolio to an institutional client. The assessment will be on a group basis.</p> <p>Mid-term Assignment: On an individual basis, each student to submit a short paper of not more than 1,500 words addressing a question relating to the in-class presentation.</p> <p>Final take-home Assignment: In essay form, addressing one of two questions, of not more than 4,000 words addressing issues relating to investment advisory and family office.</p>			
<b>STANDARDS FOR ASSESSMENT</b>			
<b>Course Grade Descriptors</b>			
A+, A, A-	Strong evidence of superb ability to fulfill the intended learning outcomes of the course at all levels of learning: describe , apply, evaluate and synthesis		
B+, B, B-	Strong evidence of ability to fulfill the intended learning outcomes of the course at all levels of learning: describe , apply, evaluate and synthesis		
C+, C, C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course at low levels of learning: such as describe and apply, but not at high levels of learning such as evaluate and synthesis		
D+, D	Evidence of basic familiarity with the subject		
F	Little evidence of basic familiarity with the subject		
<b>Assessment Rubrics for Each Assessment</b> (Please provide us the details in a separate file if the space here is not enough)			
<b>COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE</b>			
<ol style="list-style-type: none"> <li>1. Role of Investment Consultant in the Asset Management and Private Banking Industry</li> <li>2. Overview of asset management landscape</li> <li>3. Evaluation of asset management companies</li> <li>4. Formulation of investment charter and governance</li> <li>5. Formulation of strategic asset allocation – capital markets assumption, asset allocation and reviewing liabilities</li> <li>6. Evaluation of investment portfolio – tools and benchmark</li> <li>7. From institutional investors to individual investors – growth of Family Office</li> <li>8. Overview of Family Office – history and development, key characteristics and current issues faced</li> <li>9. Function of Family Office – wealth planning and succession planning</li> <li>10. Function of Family Office – Portfolio Management</li> <li>11. Function of Family Office – Philanthropy, Foundations and Impact Investing</li> </ol>			
<b>REQUIRED/RECOMMENDED READINGS &amp; ONLINE MATERIALS</b> (e.g. journals, textbooks, website addresses etc.)			
<b>MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE</b>			
<input checked="" type="checkbox"/> conducting mid-term survey in additional to SETL around the end of the semester <input type="checkbox"/> Online response via Moodle site <input type="checkbox"/> Others: _____ (please specify)			
<b>COURSE POLICY</b> (e.g. plagiarism, academic honesty, attendance, etc.)			
<b>Academic Honesty</b>			

**Plagiarism (<http://aao.hku.hk/sy3/plan-of-study/exa-and-ass/plagiarism/>)**

**“Plagiarism is defined as the unacknowledged use, as one’s own, of work of another person, whether or not such work has been published. It is a very serious academic offence and the University does not allow or tolerate plagiarism. Any student who commits plagiarism is liable to disciplinary action which can result in serious consequences – including expulsion from the University.**

**You are strongly advised to read the booklets “What is Plagiarism” and “Plagiarism and How to Avoid It” and to consult your teachers if you have any questions about how to avoid plagiarism.”**

#### **Cheating**

**Cheating is another very serious academic offence. Any student who commits cheating on homework assignments or midterm or final examination will receive a grade “F” for the whole course. In addition, the case will be reported to the relevant Board of Examiners and/or the Senate of the University for further actions.**

#### **Class Attendance and Work Load**

**To maximize learning experience, students are strongly recommended to attend all the lectures, submit the homework assignments and cases on time and participate actively in class and in the preparation of the term project. The work load of this course is quite heavy and students are expected to spend at least 134 contact/study hours as described above.**

#### **Class Conduct**

**The guiding principle governing class conduct is mutual respect. All mobile phones must be switched off or on silent mode. No eating or drinking is allowed. Students should not disturb others in class.**

**ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)**