

PREPARE FOR A SUCCESSFUL CAREER IN INVESTMENT



INVESTMENT CONCENTRATION OVERVIEW

As a student, you will develop the skills relevant to portfolio management and investment analysis, learning how to assess decision-making approaches and techniques and apply them to financial situations.

The investment concentration is designed to expose students to various investment alternatives, such as derivatives and mutual funds, and encourage them to explore risk management techniques necessary to optimize an investment portfolio. Graduates of the Bachelor of Science in Business Administration with a concentration in investment are

prepared for the workplace with practical skills, including:

- Utilizing asset-allocation models to optimize returns
- Quantifying risk management techniques
- Understanding the principles and methods of investing

Real-World Connections

As part of the investment concentration, you will complete assignments that connect directly to the workplace. For example, you will construct and manage an investment portfolio of assets, including common stocks, corporate and government bonds, and alternative investments.

Professional Competencies of Graduates

- Attention to detail
- Critical thinking
- Clear communications at work
- High standards of integrity
- Computer literacy

COURSE OUTCOMES

- Measure investment risk and return
- Apply portfolio management techniques
- Evaluate the use of alternative investments in a portfolio
- Determine optimal portfolio asset allocation

- Describe how capital market expectations affect asset returns
- Evaluate portfolio performance
- Understand theories associated with asset allocation, diversification, and rebalancing
- Evaluate mutual funds and allocation of funds
- Assess personal and portfolio risk management applications
- Analyze asset allocation methods to maximize returns and reduce risk
- Understand derivative and risk management definitions and concepts
- Explore various risk management techniques and identify risk
- Evaluate various derivatives and usage
- Develop risk management plans and strategies
- Understand regulations and limitations of mitigating risk

- Examine the mechanics of buying and selling securities
- Calculate the value of stocks, bonds, and derivatives
- Critique the utility of market behavior theories
- Assess the use of derivatives for speculation and hedging

JOB TITLES ASSOCIATED WITH INVESTMENTS*

- Investment Fund Managers
- Financial Analysts
- Personal Financial Advisors

To learn more about the Bachelor of Science in Business Administration, please [click here](#) or call **866.827.5268** (Toll Free).

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* Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization. Certain investment positions may require securities licensing and successful completion of a securities exam. Check with the Financial Industry Regulatory Authority (FINRA) for more information.