



Consulting and Training | Reach New Heights

Course Name

Certificate in investment and portfolio management

Sector Name

Finance, Accounting and Banking

Document Type

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Certificate in investment and portfolio management

Course Introduction

The Certificate in Investment and Portfolio Management is designed for individuals who wish to develop a comprehensive understanding of investment strategies, portfolio construction, and performance evaluation techniques. Over the course of 5 days, participants will explore the essentials of asset allocation, diversification, risk management, and the key tools used to build and manage an investment portfolio. This course provides both theoretical knowledge and practical skills, empowering participants to make informed decisions in managing portfolios, achieving financial goals, and optimizing returns while managing risk.

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Target Audience

- ✓ Investment Analysts
- ✓ Financial Advisors
- ✓ Asset Managers
- ✓ Wealth Managers
- ✓ Finance Students
- ✓ Corporate Finance Professionals
- ✓ Risk Management Professionals

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Learning Objectives

- ✓ Understand the fundamentals of investment and portfolio management, including asset classes, market efficiency, and financial instruments.
- ✓ Master the principles of portfolio theory and apply them to create diversified, risk-adjusted portfolios.
- ✓ Evaluate investment options using qualitative and quantitative methods, including fundamental and technical analysis.
- ✓ Apply asset allocation strategies based on risk tolerance, financial goals, and market conditions.
- ✓ Utilize performance metrics to evaluate the success of an investment portfolio.
- ✓ Manage investment risks and understand the implications of global financial markets on investment decisions.
- ✓ Understand ethical considerations and the impact of Environmental, Social, and Governance (ESG) factors on portfolio construction and management.

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Course Outline

✓ Day 01

Introduction to Investment Management and Financial Markets

Session 1: Introduction to Investment Management

- ✓ The Role of Investment Management in Wealth Creation
- ✓ Key Concepts in Investment (Risk, Return, Liquidity, Volatility)
- ✓ Types of Investments: Stocks, Bonds, Real Estate, Commodities, Derivatives
- ✓ The Investment Process: From Research to Execution

Session 2: Overview of Financial Markets

- ✓ Global Financial Markets: Structure and Functions
- ✓ Market Types: Primary vs. Secondary Markets
- ✓ How Financial Markets Affect Investment Decisions
- ✓ Market Participants: Investors, Traders, Institutions, Regulators

Session 3: Risk and Return in Investment

- ✓ Understanding the Risk-Return Trade-off
- ✓ Different Types of Risk: Systematic vs. Unsystematic Risk
- ✓ Calculating Return: Nominal vs. Real Return, Holding Period Return
- ✓ The Role of Volatility in Risk Assessment

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Course Outline

✓ Day 02

Portfolio Theory and Asset Allocation

Session 1: Modern Portfolio Theory (MPT)

- ✓ The Efficient Frontier: Maximising Return for a Given Level of Risk
- ✓ Diversification and Its Importance in Portfolio Management
- ✓ The Role of Correlation in Portfolio Construction
- ✓ Portfolio Optimisation Using Mean-Variance Analysis

Session 2: Asset Allocation Strategies

- ✓ Strategic vs. Tactical Asset Allocation
- ✓ Core-Satellite Investment Strategy
- ✓ Dynamic Asset Allocation: Adjusting to Changing Market Conditions
- ✓ The Impact of Macroeconomic Factors on Asset Allocation

Session 3: Capital Asset Pricing Model (CAPM)

- ✓ Understanding CAPM and Its Role in Portfolio Management
- ✓ The Security Market Line (SML) and the Cost of Capital
- ✓ Expected Return vs. Market Risk (Beta)
- ✓ Limitations of CAPM in the Real World

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Course Outline

✓ Day 03

Investment Selection and Performance Evaluation

Session 1: Investment Selection Process

- ✓ Identifying Investment Objectives and Constraints
- ✓ Fundamental Analysis: Analyzing Financial Statements, Ratios, and Valuation
- ✓ Technical Analysis: Price Patterns, Indicators, and Market Trends
- ✓ Evaluating Alternative Investments: Hedge Funds, Private Equity, Real Estate

Session 2: Portfolio Performance Evaluation

- ✓ Performance Metrics: Total Return, Risk-Adjusted Return (Sharpe Ratio, Treynor Ratio)
- ✓ Benchmarking Performance: Index Funds vs. Active Management
- ✓ Alpha, Beta, and the Evaluation of Portfolio Managers
- ✓ The Role of the Information Ratio in Portfolio Assessment

Session 3: Risk Management in Investment

- ✓ Risk Measurement: Standard Deviation, Value at Risk (VaR), and Stress Testing
- ✓ Hedging and Diversification Techniques
- ✓ The Use of Derivatives for Risk Management: Options, Futures, Swaps
- ✓ Managing Liquidity Risk and Credit Risk

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✓ Day 04

Advanced Topics in Portfolio Management

Session 1: Behavioral Finance and Its Impact on Investment

- ✓ Common Behavioral Biases: Overconfidence, Loss Aversion, Herd Mentality
- ✓ The Influence of Psychology on Investment Decisions
- ✓ Strategies for Overcoming Behavioral Biases in Portfolio Management

Session 2: Global Investment Strategies

- ✓ Emerging Markets vs. Developed Markets
- ✓ Global Macroeconomic Trends and Their Impact on Investment Strategies
- ✓ Currency Risk and Its Implications for International Investments
- ✓ Diversification Benefits from Global Asset Allocation

Session 3: ESG Investing and Responsible Investment

- ✓ Understanding Environmental, Social, and Governance (ESG) Criteria
- ✓ The Rise of Socially Responsible Investing (SRI)
- ✓ Impact Investing: Measuring Social and Environmental Impact
- ✓ Integration of ESG Factors into Portfolio Construction

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✓ Day 05

Portfolio Rebalancing and Ethical Considerations

Session 1: Portfolio Rebalancing

- ✓ The Importance of Rebalancing in Maintaining Desired Risk and Return
- ✓ Different Approaches to Rebalancing: Periodic vs. Tactical Rebalancing
- ✓ Impact of Taxes and Fees on Portfolio Rebalancing
- ✓ The Role of Portfolio Rebalancing in Long-Term Wealth Preservation

Session 2: Tax-Efficient Portfolio Management

- ✓ Tax Implications of Investment Decisions: Capital Gains, Dividends, Interest
- ✓ Tax-Advantaged Investment Accounts: IRAs, 401(k)s, and Tax-Deferred Assets
- ✓ Tax-Loss Harvesting Strategies
- ✓ Minimizing Tax Liabilities in Portfolio Management

Session 3: Ethical and Legal Considerations in Portfolio Management

- ✓ Ethical Issues in Investment Management: Insider Trading, Conflicts of Interest
- ✓ Regulatory Environment: SEC, FINRA, and Other Governing Bodies
- ✓ Fiduciary Duty and Best Practices for Portfolio Managers

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 12, 2027	July 16, 2027	5 days	4250.00 \$	UAE , Dubai
Oct. 19, 2026	Oct. 23, 2026	5 days	4950.00 \$	Spain , Madrid
Jan. 10, 2027	Jan. 14, 2027	5 days	4250.00 \$	KSA , Riyadh
April 12, 2027	April 16, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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