

## **HISTORY OF INVESTING**

### **Winter 2021**

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The goal of the course is to provide a basic understanding of markets and investing. We will review the history of investments from early civilization to present day with a focus on developments in the last 100 years. In conjunction with this work, we will study the evolution of investment thought with the goal of having students understand basic investment concepts. We will also survey major investment categories with a focus on how investing takes place in the "real world." A highlight of the course will be weekly guest lecturers – all preeminent in their field. Finally, each student will get some hands on investment experience by participating in a simulated investment game.

The hope is that this course will stimulate an interest in / passion for investing, enable students to begin to build their own framework for future investing, and provide an overview and insights into the investment profession.

#### **Grading:**

- 20% class participation
- 15% group work
- 20% paper
- 15% quizzes
- 30% final

#### **Requirements:**

- 3-5 page paper
- group presentation on a simulated market game
- 3 quizzes
- final
- meet the professor at coffee shop (Covid permitting); more likely via Zoom

## EXPECTED CLASSES

1. (Jan 11) The history of investing from ancient to modern times
  - a. Required PBS Video: “The Ascent of Money,” Niall Ferguson
  - b. Speaker: **The Reverend Dr. William A Evertsberg**
  - c. Introduce Stock Portfolio Game
  
2. (Jan 19) Value investing: Security analysis from Benjamin Graham through Warren Buffet
  - a. Readings: The Intelligent Investor, Benjamin Graham
  - b. Video: Thoughts of Chairman Buffett, Warren Buffett
  - c. Speaker: **Steve Galbraith**, Chair of Investment Committee Tufts College, former Chief Strategist at Morgan Stanley, top ranked consumer analyst at Bernstein Partners
  - d. Review Simulated Market Game investment objectives
  
3. (January 25) The rise of modern portfolio theory, traditional investment management and efficient market theory
  - a. Readings: A Random Walk Down Wall Street, Burton Malkeil; Common Sense Investing, John Bogle
  - b. Speaker: **Brian Singer**, Head of Dynamic Asset Allocation, William Blair Asset Management; former President of the CFA Institute

**Quiz 1: on readings from Classes 1-3 and lectures from Classes 1-2**
  
4. (Feb 3) Behavioral bias and investing
  - a. Readings: Fooled by Randomness, Nassim Taleb
  - b. Speaker: **Tom Digenan**, Managing Director Equities, UBS Global Asset Mgmt; Chair, CFA Society Chicago
  
5. (Feb 10) Quantitative investing
  - a. Readings: The Quants, Scott Patterson
  - b. Videos: Cliff Asness: “Are Markets Efficient”
  - c. Speaker: **Peter Hecht**, Director, Co-Head Portfolio Solutions Group North America, AQR Capital Management
  
6. (Feb 17) Hedge Funds
  - a. Readings: “More Money Than God,” Sebastian Mallaby
  - b. Speaker: David Richter, CIO Grosvenor Capital Management

**Quiz 2: on readings from Classes 4-6 and lectures from Classes 3-5**

7. (February 24): Private Equity
  - a. Readings: "What It Takes," Steven Schwarzman
  - b. Speaker: Bondurant French, Chairman Adam Street Partners,  
Chair of the Investment Committee, Northwestern University

**Stock Portfolio Presentations**

8. (March 1) Real Estate
    - a. Speaker: Jeff Jacobson, CEO LaSalle Asset Management
- Quiz 3: on readings from Classes 7-9 and lectures from Classes 6-8**
- Stock Portfolio Presentations**

9. March (8) TBD

10. (March 15) Final Exam

**Students can find useful resources for safety and security, academic support, and mental and physical health and well-being at the NUhelp [website](#) and [app](#).**