

DISCIPLINA / COURSE: INVESTMENTS  
 DEPARTAMENTO / DEPARTMENT: CFC  
 CURSO / PROGRAM: CMCD AE  
 SEMESTRE E ANO / SEMESTER AND YEAR: 1º/2020  
 CARGA HORÁRIA / CLASS-HOURS:  30 horas ou  15 horas (selecionar)  
 PROFESSOR: WILLIAM EID JUNIOR  
 LÍNGUA / LANGUAGE: PORTUGUESE

### DESCRIÇÃO DA DISCIPLINA / COURSE DESCRIPTION

### OBJETIVOS DA DISCIPLINA / LEARNING GOALS

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCD AE.

GRAU DE CONTRIBUIÇÃO / LEVEL OF CONTRIBUTION *			
Forte / High	Intermediário / Medium	Reduzido / Low	Nenhum / None
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Objetivos do CMCD AE CMCD AE Objectives	Objetivos da disciplina Course learning goals	Grau de contribuição / Level of Contribution *
Métodos qualitativos de pesquisa Qualitative research methods		
Métodos quantitativos de pesquisa Quantitative research methods	The first goal of this course focuses on applications of financial theory to investments. Topics include portfolio optimization and asset pricing theories, as well as their applications to problems in contemporary financial practice. The course also explores the application of various financial instruments in Investment management and introduces the basic techniques of portfolio performance evaluation.	High
Conhecimento do tema de pesquisa / teoria Knowledge of research themes and theory	The second goal challenges the traditional theory of economics and finance. The world is always changing, but in recent years the discussion on the validity of the premises of traditional economic theory has advanced a great deal. This directly affects finances. Let's discuss this.	High
Procedimentos de pesquisa Research procedures		
Relevância e inovação em pesquisa Relevance and innovation in research		
Elaboração de artigos Development of academic papers		
Outros objetivos da disciplina / Other course learning goals:.....		

## CONTEÚDO/METODOLOGIA / CONTENT/METHODOLOGY

Professor speeches, paper and book chapters presentation and discussion by the students.

## CRITÉRIO DE AVALIAÇÃO / ASSESSMENT

Paper.....	30%
Presentations, discussion and quizzes.....	30%
Final Exam.....	40%

## BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR) / BIBLIOGRAPHICAL REFERENCES

BODIE, Zvi; KANE, Alex; MARCUS, Alan J. **Investments**, 10e. McGraw-Hill Education, 2014.

BOOKSTABER, R. - The End of Theory: Financial Crises, the Failure of Economics, and the Sweep of Human Interaction – Princeton University Press – May 2017

## MINI CV DO PROFESSOR (OPCIONAL) / PROFESSOR MINI CV (OPTIONAL)

Full Professor FGV / SP in the area of Finance. Director of the Finance Research Center and the Behavioral Finance Center. Responsible for several products of great relevance in the Brazilian financial market, such as:

- Exame Magazine Investment Fund Guide
- Pension Guide of Valor Econômico Newspaper
- Valor 1000 Yearbook, Valor Econômico Newspaper
- MBI - Best Bank for You to Invest - This is Money
- Investment Funds Industry Yearbook

Consultant specialized in investment analysis, overseas investments, monitoring of investment funds, macroeconomic analysis, generation of economic scenarios, forecasts using mathematical models, modeling and valuation of financial market securities. I currently work for the 4 largest banks in Brazil

Post-doctorate in finance from the University of São Paulo, doctorate from FGV, most of which was developed at HEC in Paris. Masters also from FGV. Courses at Harvard Business School and South Carolina University.

15 published books, among them the Finance Guide of the Folha de São Paulo newspaper. Several academic articles published in important journals. Columnist of the Dia 15 of Lisbon - Portugal.