

# FIXED INCOME AND EQUITY PORTFOLIO MANAGEMENT

READING

# 28

## Active Equity Investing: Strategies

by Bing Li, PhD, CFA, Yin Luo, CFA, and Pranay Gupta, CFA

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### LEARNING OUTCOMES

<i>Mastery</i>	<i>The candidate should be able to:</i>
<input type="checkbox"/>	a. compare fundamental and quantitative approaches to active management;
<input type="checkbox"/>	b. analyze bottom-up active strategies, including their rationale and associated processes;
<input type="checkbox"/>	c. analyze top-down active strategies, including their rationale and associated processes;
<input type="checkbox"/>	d. analyze factor-based active strategies, including their rationale and associated processes;
<input type="checkbox"/>	e. analyze activist strategies, including their rationale and associated processes;
<input type="checkbox"/>	f. describe active strategies based on statistical arbitrage and market microstructure;
<input type="checkbox"/>	g. describe how fundamental active investment strategies are created;
<input type="checkbox"/>	h. describe how quantitative active investment strategies are created;
<input type="checkbox"/>	i. discuss equity investment style classifications.