

Asset Management

Week 1

This Online Course

10 Weeks

Course Leader - Prof. George Mentz

10 Weeks ONLINE

Online and e-Learning has various benefits, but the chief one is that we are able to facilitate discussion between adults and professionals to draw in experiential concepts.

E-Learning Platforms

- Lexis Nexis – Backed By Research
- BlackBoard <http://finance.yahoo.com/q?s=BBBB&ql=0>
- Wimba – Elluminate – Communications
<http://www.wimba.com/>
- Modulized
- Materials
- Free Books
- Archived Lectures plus extra Videos
- Access 24/7

What is Asset Management

- **Asset Management**

- **What Does *Asset Management* Mean?**

1. The management of a client's investments by a financial services company, usually an investment bank. The company will invest on behalf of its clients and give them access to a wide range of traditional and alternative product offerings that would not be to the average investor.
2. An account at a financial institution that includes checking services, credit cards, debit cards, margin loans, the automatic sweep of cash balances into a money market fund, as well as brokerage services. Also known as an "asset management account" or a "central asset account".

- **Investopedia explains *Asset Management***

1. The expense of this service generally restricts it to high net-worth individuals, governments, corporations and financial intermediaries. This includes such products as equity, fixed income, real estate, agriculture and international investments.
2. When individuals deposit money into the account, it is placed into a money market fund that offers a greater return that can be found in regular savings and checking accounts. The added benefit to individuals is that they can do all of their banking and investing at the same institution instead of having a bank and brokerage account at two different companies. These types of accounts came about with the passing of the Gramm-Leach-Bliley Act in 1997, which replaced the Glass-Steagall Act. The Glass-Steagall Act was created during the Great Depression and did not allow financial institutions to offer both banking and security services. <http://www.investopedia.com/terms/a/assetmanagement.asp>

TCO Terminal Course Objectives

- International Global Economic Cycles, Tax Issues, Lending Rates. Money Banking and Financial Law and Regulation
- Portfolio Management, Types of Assets, Asset Allocation, Diversification, Performance.
- Portfolio Law and Taxation
- Retirement Law and Taxation
- Wealth and Alternative Investments - Hedge Funds, Real Estate, Venture Capital, Commodities
- International Estate Tax Issues - Estate Planning Instruments: During Life, After Death, Role of Insurance in Estate & Tax Planning
- Client Communication and Client Evaluation & Review
- Portfolio and Wealth Management Analysis and Operations,
- Wealth Management & High Net Worth Private Banking Legal Strategy.

Asset Management – Broad Definition of Major Issues

Asset Protection More.....

- Wealth Preservation – Investments Tangible and Non.
- Legal Protection – Risk, Insurance, Entity and more.
- Legal and Tax Strategy
- Entity Structuring – LLCs, trusts, Corporations
- Jurisdictions and Venue
- Risk and Insurance issues
- Banking and International
- Tools, Accounts, Strategic Paperwork

Books

- **Books in the Course Materials Section**

- I. Wealth Management Guide (Mentz)
- II. Wealth Management Treatise Reference (Mentz)
- III. US Economics (Mentz)
- Sample Term Paper by Dr Phillips
- Other contributions by Dean Byrnes or faculty

Grading and Assessment - Success

There will be 4 parts to this Class to be graded:

- Participation and Preparation 10%
- Proposals and Outline 10%
- Rough Draft 20%
- FINAL PAPER. 60%

Paper Proposal

- Please have your one page paper proposal turned in by the 3rd week of class. Some of the proposals are on offshore investing, tax havens, wealth management international strategy. In the past, many students have focused on one facet of the tax law such as Hedge Funds, others have focused on psychology of wealth management, and some others have written on the SEC or FINRA laws regarding the sale of securities and asset management. In today's environment, issues of corporate governance and ethics in wealth management may also be attractive.

Final Paper

- The papers will be due after 10 weeks. Moreover, the 10+ page rough Draft of your paper is due by the 5th week. Feel free to email if you have questions. The Final Paper will be at least 20 pages plus Graduate level references or citations or endnotes. gmentz@tjssl.edu
- Citations – MLA or APA Styles are OK. If you need help, see <http://citationmachine.net/>

The Ideal

- Write about what you are passionate about.
- All life and career issues related to Asset Management
- Write your paper “As If” you wanted to or must present the paper to your clients, to the ABA, or to a group.
- Write your paper knowing that you will publish it in a journal, website, or other place to help others.
- Do it to LEARN about something that you want to know more about.
- Do it to improve yourself so that you can achieve a better resume or better job.

Topic for Discussion

- What is a LLC?
- What are its attributes?
- Articles of Organization [#365](#) Articles of Organization-Louisiana Limited Liability Company ([PDF](#)) ([file online](#))
- Initial Report
- Operating Agreements
- Owners, Single, IRS

Economics and Investing

- Global Cycles
- Inflation
- Demand Education, Food, Health, Materials
- Industry Cycles – Tech, Internet, Pharma etc.
- Regional Cycles Countries: Brazil, Russia, Singapore, China, India etc.
- Tax Cycles – Bonds, CDs, Dividend Stocks, Growth Stocks.
- Safe? What is safe? Bank, Stocks, Gold etc.

Food For Thoughts Next Time

Paper Proposals

- Email me at gmentz@tjisl.edu or gmentz@gmail.com to turn in the name of your paper and field of research.
- If you have a topic, but are not sure about it, email anyway and we can discuss or expand.
- Thanks, GM

End of Class

- Thanks for being here, and see you next Wednesday.

Kindest Regards, George Mentz

About Mentz

- Lawyer, Juris Doctorate, MBA from AACSB School
- Former International Wealth Management Advisor for LMWW which is now Citigroup.
- Has held licenses of Series 7, 63, 65 with NASD/FINRA
- Holds various credentials in Financial Planning, Financial Consulting, and e-Learning.
- Business Professional and Consultant working with the super rich for over a decade.
- Front Line of e-Learning for over 10 years.
- Author of Books and Articles
- Winner of Various Faculty Awards
- Serving various charities and board over the years.

References

- **Investopedia**
- <http://www.investopedia.com/terms/a/assetmanagement.asp>