

# Lubar School of Business Investment Management Certificate Program

Learning Through Experience, Applied Investment Analysis

## IMCP Value Proposition

The Investment Management Certificate Program (IMCP) is a rigorous 21-month training program in investment finance.

### Learning by doing

Learning through the trials and tribulations of experience is one of the best ways to master a subject. Students in the IMCP carry out various duties of the sell-side analyst, buy-side analyst, investment banker, performance and risk manager, institutional sales representative, financial planner, and portfolio manager.

### Over \$7 million in real portfolios

The portfolios are managed similar to sophisticated institutional funds.

- Students work on over \$7 million in assets, including those of an external non-profit charity, so activities are real and have great meaning.
- There are three internal portfolios, each with a distinct investment process which students must create and present to an investment committee: U.S. growth portfolio, U.S. value equity fund, global macro fund (intl. equity and U.S. bonds). The external non-profit has bond and stock funds and a quality, company-focused stock portfolio.
- Students make all of the decisions for the internally managed assets, have roles as analysts for sectors and countries, and must regularly monitor performance and risk.

### CFA affiliated

The IMCP is part of the prestigious Chartered Financial Analyst (CFA) Institute University Affiliation Program. Our students are prepared for and encouraged to sit for the CFA Level I examination.

### Dedicated professional involvement

Students meet regularly with investment professionals during and outside of class for discussion of the funds, markets, and other topics. Many dozens of professionals generously commit their time each year as mentors, guest

speakers, IMCP Advisory Council members, corporate visit hosts, etc.

### Rigorous security analysis training

Before managing the funds, students write sell-side, high quality initiation pieces. They dive deep into understanding business drivers, financial modeling, and valuation. Students present the work to professionals who have used the word "impressive" to describe their research.

### Top flight analytical tools

The Nicholas Applied Finance Lab (a \$2.5 million gift by David Nicholas, CEO and President of Nicholas Company) houses various analytical software and data which allow students to get the job done right. These tools, which include Axioma, Bloomberg, FactSet, ISS EVA Investor Express, Northfield, and others, are the same as those utilized by professional money managers.

### Wisconsin research initiative

Students conduct research on Wisconsin public stocks, manage and research Milwaukee and Wisconsin indices, and analyze the overall Wisconsin financial market. Students may meet management teams as part of their due diligence. This initiative also benefits Wisconsin as many companies have minimal brokerage analyst coverage, and understanding the Wisconsin market is quite useful for the public and policymakers.

### Competitions

Students participate in the ACG Cup (investment banking) and may participate in the CFA Research Challenge (security analysis) and others.

### Additional learning opportunities

The students travel to some of the world's largest financial centers, including Chicago, New York, and London, to learn about the fascinating field of investments. They have also attended the Berkshire Hathaway Annual Meeting.

## Hiring?

Through the program, our students experience the same rigors of demanding jobs on Wall Street. When they graduate, they have a substantial competitive edge for careers as:

- investment analyst
- investment advisor
- investment banker
- credit analyst
- financial analyst
- other roles in finance

A select group of about 15 students is chosen annually for the Investment Management Certificate Program. These students are smart, well-trained, and passionate about investments and finance. They also possess outstanding work ethics and attitudes, viewing the program as a job and often working while in school to fund their education expenses. Placement is near 100%.

Students are available for internships and full-time positions.

Navigate to [lubar.uwm.edu/IMCP](http://lubar.uwm.edu/IMCP) and click on Careers for resumes and sample reports.

## Contact

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David O. Nicholas Director of  
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[lubar.uwm.edu/IMCP](http://lubar.uwm.edu/IMCP)



LUBAR SCHOOL OF BUSINESS

# Admission Requirements

Students complete the IMCP as part of an undergraduate or graduate degree (MBA and MS-Finance Analysis are common) or as a standalone graduate certificate. The co-requisite for the first course (Bus Adm 550) is Bus Adm 450 (UG)/Bus Adm 705 (GRAD) and a successful application process.

While not required for admission, students are encouraged to complete Intermediate Accounting (301/721) and Investment Finance (451/771) as soon as possible (co-requisite with Bus Adm 552). 301/721 is waived for students who passed the CFA Level I exam. Students are advised to join the Student Investment Club prior to admission.

## Certificate Curriculum

### Bus Adm 550, 552, 553, and 554 use the Nicholas Applied Finance Lab

Students recognize theory and learn how to apply it in practice over 21-months through real work in a 21-credit (7 course) curriculum:

#### First Fall Semester: Bus Adm 550

Students are introduced to the analytical tools in the Nicholas Applied Finance Lab, and each student analyzes business drivers, financial statements, and valuation for a different Wisconsin firm while creating a high-quality *sell-side* stock report, which exemplifies students' *security analysis* skills to employers.

#### First Spring Semester: Bus Adm 552

Students present their stocks to professionals, and perhaps on a select basis, company management. *Portfolio management* training focuses on developing an institutional portfolio process and learning *performance and risk analysis*. Students participate in an *investment banking* competition (ACG Cup).

#### Summer: Internship and Training

Professional internships normally take place over the summer, but they may extend to or take place during the school year. Students oversee the IMCP *portfolios* (transitioned to them in May) and meet in an online not-for-credit seminar.

#### Second Fall Semester: Bus Adm 553

Students manage three live *buy-side* portfolios: (1) research securities (*security analysis*), (2) analyze country macro conditions (*investment strategy*), and (3) monitor *performance and risk*. Students are "on the job" and they make the decisions subject to guidelines approved during "client" meetings. Classes include informal reviews of the portfolios, and lecture topics may include fixed income, *investment strategy*, *quantitative investment and factor analysis*, and other topics. Students research and update the Wisconsin indices and may participate in the CFA Research Challenge (*security analysis*).

#### Second Spring Semester: Bus Adm 554

Similar to the fall, students *manage portfolios* and present in "client" meetings. They also explore individual interests through projects which may involve *quantitative investment* research, business valuations (for private firms) (*investment banking*), ACG Cup (*investment banking*), CFA Research Challenge (*security analysis*), the Wisconsin *indices*, etc. We may have informal discussions on the portfolios and class topics may include behavioral finance, forensic accounting, and other topics.

### Three Additional Certificate Courses and Independent Study

Students complete portfolio management (Bus Adm 452/772), derivatives (Bus Adm 454/773), and financial modeling (Bus Adm 457/853). Students may also work on *funds analysis* and *performance and risk analysis* for a non-profit charity as part of Bus Adm 550, 552, 553, and 554 and/or as optional independent studies (repeatable for up to nine credits).

## Calendar

### Application Deadline:

Apply from September to April 1  
(Rolling Admissions)

### YEAR 1

#### Summer

- IMCP Orientation
- Milwaukee Brewers Game

#### Fall

- Sell-Side Stock Report on Wisconsin Firm (*Start*)
- Adventis Financial Modeling Certification (FMC®) Program (*Optional*)
- Defining Markets Conference
- CFA Ethics Seminar
- CFA Exam (*Open to GRAD students and UG students in Final Year*)

#### Spring

- Sell-Side Stock Report (*Finish*) and Presentation to Professionals
- ACG Cup
- Berkshire Hathaway Trip (*about every other year*)
- CFA Exam (*Open to GRAD students and UG students in Final Year*)

### YEAR 2

#### Summer

- Internship (*may continue during school year or may take place or begin before the summer*)
- Oversight of funds
- Milwaukee Brewers Outing
- Chicago Trip

#### Fall

- Management of Funds
- Client Meeting
- Adventis Financial Modeling Certification (FMC®) Program (*Optional*)
- Defining Markets Conference
- Wisconsin Indices
- CFA Research Challenge (*Optional*)
- CFA Exam

#### Spring

- Management of Funds (*Continues from Fall*)
- Two Possible Client Meetings
- Wisconsin Indices and Possible Other Projects
- CFA Research Challenge (*Optional*)
- New York & London Trip
- Berkshire Hathaway Trip (*about every other year*)
- CFA Exam

## Portfolio Success

There are many investment programs, but few provide students with the latitude to “learn by fire” that Lubar IMCP students experience. Our students have sole discretion for the internally managed portfolios, subject to “doing their homework” on securities and an investment policy and portfolio construction specifics that they present to a group of professional investors (the “client”). Students work on portfolios of over \$7 million in assets. Each year, students must devise new or revise past approaches to managing three internal funds:

- U.S. Equity Value Fund
- U.S. Equity Growth Fund
- Global Macro Fund (international equity and U.S. bonds)

These funds started with a \$100,000 gift from Paul Franke, a retired officer of William Blair. Bill Nasgovitz (Chairman and Portfolio Manager, Heartland Advisors) and David Nicholas (CEO, President, Chief Investment Officer, and Portfolio Manager, Nicholas Company) each donated an additional \$100,000 to the portfolio. In 2016, a group of UWM alumni who are associates at Robert W. Baird donated \$1 million to establish the Baird Fund at the UWM Foundation for IMCP student management. In addition, the UWM Foundation entrusted IMCP students with management of \$1 million in assets. Since the funds’ inception in October 2010, students have essentially matched their benchmarks, which is even more impressive when one considers that there is a new cohort of students each year!

As part of for-credit coursework, students work with a local humane society which has approximately \$5 million in assets. While the internally managed funds described above mostly consist of individual stocks, for this external organization students must test their skills in analyzing mutual funds and ETFs. This is serious work, with real meaning for an actual organization.



## Learning Opportunities

Each year, IMCP students take several trips to meet with money managers, stepping up their experience to learn from professionals in some of the largest financial centers in the world. We normally travel to Chicago in May or August to meet with investors before the students engage in portfolio management activities. Over Spring Break, we travel to New York City to meet with investment professionals at about ten firms and we even normally visit the United Nations. In 2015, we began a tradition of traveling to London to meet with investment managers. We have also attended the Berkshire Hathaway Annual Meeting. In 2016, Bill Nasgovitz (Chairman, Heartland Advisors) saw so much value in these trips that he supported them with a \$25,000 donation, and now the Baird Fund and alumni support the trip.



## Defining Markets Conferences

The IMCP organizes the Defining Markets Conferences each year for the community. The conference series focuses on major events shaping the economy, business, and markets, with the goal of helping attendees better position their portfolios and businesses. Speakers have included top strategists such as Dennis DeBusschere, Jeff DeGraaf, Willie Delwiche, Tobias Levkovich, Francois Trahan, and others. As a side note, Francois, who is frequently ranked #1 for investment strategy, has hired three IMCP alumni since 2015. They have performed well and he once used the phrase “super star” in his assessment.

### Become Involved in the IMCP!

- **Speakers**
- **Mentors**
- **IMCP Advisory Council members / “clients”**
- **Trips**
- **Conferences**
- **Internships and full-time jobs**
- **Business Projects**

The IMCP is “the community’s program.” YOU make a huge difference in the students’ education and lives through your generous contributions. Thank you!

### Interested in Joining the Program?

- **Are you willing to work to be the best that you can be?**
- **Do you LOVE finance (especially investments)?**
- **Are you intellectually curious?**
- **Can you work well with others?**
- **Do you like intellectual challenges?**
- **Do you want to make lifelong friendships?**

If you find that you are curious about how firms make money, the economy, and the financial markets, and you answer “yes” to the questions above, then you owe it to yourself to seek a position in the program.



## Top Faculty

The Investment Management Certificate Program benefits from outstanding faculty with expertise in investments, and a dedicated director with experience as an investment manager. In addition, a supportive investment community and Lubar alumni enhance the classroom experience as guest speakers and program advisors.



**Dr. G. Kevin Spellman, CFA**  
David O. Nicholas Director of Investment Management and Senior Lecturer

Dr. G. Kevin Spellman (a.k.a. “Coach”) brings the combined strengths of professional money management experience and university program leadership and teaching. Dr. Spellman

has worked as an analyst, portfolio manager (multi-billion dollar funds), and director of research (for up to a 17-person analyst team), with responsibilities including fundamental analysis, quantitative analysis, and behavioral research. He has worked for public and private buy-side (investment manager) as well as sell-side (brokerage) firms, with direct experience in several asset classes, including U.S., international, and real estate equities, and in private business valuation. Spellman, a CFA Charterholder, has been associated with or directed several student investment programs, including those at IE Business School in Madrid, Ohio State University, University of Wisconsin-Madison, and the University of Wisconsin-La Crosse.

## Our Five Pillars of Success

There are five pillars of our success. The first three include a great curriculum, multitude of information resources, and a very supportive finance community, as detailed on these pages. The fourth and fifth pillars are motivated students and successful alumni. We have a strong group of students who learn to work as a team and make lifelong friendships. These students become loyal alumni, who then give back (and meet with us for Brewers games – pictured below). All of these pillars support each other to make us stronger: better curriculum and students lead to better community involvement and resources, and then better involvement and resources lead to better trained and happier students who then become more loyal, successful, and involved alumni.



## Professional Involvement

The IMCP is “the community’s program,” as is reflected in the significant support from hundreds of people and firms who have given their time, funds, and products to it over the years.

### IMCP Advisory Council

*Bob Bukowski*  
Founder, Principal & Senior Consultant, Alpha Investment Group, LLC

*Larry Davanzo*  
(retired) President & Vice Chairman, Wilshire Associates

*Ian Elfe, CFA*  
Senior Vice President & Senior Investment Analyst, Baird Funds

*Jeff Geygan*  
President & CEO, Global Value Investment Corp.

*Marilyn Holt-Smith, CFA*  
(retired) Managing Director & Principal, Banyan Partners LLC

*Bill Nasgovitz*  
Chairman & Portfolio Manager, Heartland Advisors

*Don Nesbitt, CFA*  
Chief Investment Officer-ZCM Equity Group & Senior Portfolio Manager, Ziegler Capital Management, LLC

*David Nicholas, CFA*  
CEO, President, Chief Investment Officer & Portfolio Manager Nicholas Company, Inc.

*Noaman Sharief*  
SVP & Portfolio Manager, Dana Investment Advisors

*Marco Spada, CFA*  
Director & Senior High Yield Research Analyst, Northwestern Mutual

### Executive-in-Residence in Investment Communications

*Kathleen Gallagher*  
(former) Pulitzer Prize Winning Reporter for the Milwaukee Journal Sentinel  
Executive Director, Milwaukee Institute

### Analytical Resources

Axioma  
Bloomberg  
FactSet  
ISS EVA Investor Express  
Northfield Information Services  
Steele Systems  
Zephyr

### Research

Bank Credit Analyst  
CFRA Equity Research  
CreditSights  
Evercore ISI  
Fundamental Research  
Inside Arbitrage  
JP Morgan  
The Leuthold Group  
Merrill Lynch  
Morgan Stanley  
Morningstar  
Ned Davis Research Group  
Robert W. Baird  
Standard & Poor's  
Stifel Nicolaus  
Topdown Charts  
UBS

### Data

Russell Investments  
Standard & Poor's

## Contact

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