

# **CFA PROGRAM: STAYING RELEVANT IN AN EVER-CHANGING PROFESSION**

To keep up with the rapid pace of change in the investment management profession, CFA Institute continuously engages with practicing investment management professionals to determine the skills and competencies critical for success in the industry. By monitoring the trends most likely to influence the investment management industry over the next three to five years, practice analysis ensures that the CFA<sup>®</sup> Program prepares today's—and tomorrow's —investment professionals to better serve their clients, their employers, and society.

### THE PRACTICE ANALYSIS PROCESS



- Identify emerging trends through CFA Insitute Member survey, relationships with thought leaders, CFA Institute regional and divisional staff, regulators, university professors, third-party studies, etc.
- Reviews existing program coverage according to a rolling three-year plan
- Regional Expert Panels—In-depth conversations with investment management professionals about their job roles and professional practices
- Employer Advisor Panels—Discussions with employers about the challenges they face in recruiting and retaining competent investment professionals
- Panel results verified and refined by survey of 3,000+ EAC Working Body members
- Survey findings provided to curriculum advisors
- Practice Intensive Panels held to develop reading outlines
- Results validated through annual member survey and published as the Candidate Body of Knowledge (CBOK)

#### WHY PARTICIPATE IN THE PRACTICE ANALYSIS PROCESS?

- Help to shape the future vision for the role of investment management professionals
- Contribute to the development of standards for professional competence in the investment management industry
- Network with other investment professionals

### **GET INVOLVED**

If you are interested in participating in the practice analysis process or would like further information, contact Carey Hare (carey.hare@cfainstitute.org) or visit: cfa.is/Practice-Analysis.

#### **GLOBAL PRACTICE GLOBAL BODY OF INPUT FROM CANDIDATE BODY OF INVESTMENT** PRACTITIONERS ANALYSIS **KNOWLEDGE KNOWLEDGE Investment Professionals** What are the knowledge, CFA Program Curriculum skills, and abilities needed to successfully practice as an **Future of Finance** CFA Program Exam investment management professional? Financial Analysts Journal® **Member Associations** What are current industry **Investment Conferences** trends?

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## **PRACTICE ANALYSIS TO THE CURRICULUM: 2019 UPDATES**

In addition to identifying the current set of competencies required by practitioners, the practice analysis process has been enhanced to capture **trends likely to influence the investment management industry** over the next three to five years. The new readings for 2019 described below indicate how these anticipated trends are reflected in the current CFA Program curriculum.

#### **2019 KEY UPDATES**

This year, we introduce the first reading-length coverage of financial technology (fintech) in the investment management industry, covering the landscape of big data and the use of artificial intelligence, including machine learning, in the analysis of big data as well as selected investment management applications such as robo-advisers or blockchain. A new reading examines the evolution of financial services into a profession, describes the expectations for investment management professionals, and outlines the challenges facing the profession. The reading will improve your understanding of ethical conduct, trust, and professionalism as the essential building blocks for a career in investment management. New cases in ethics will reinforce your understanding of ethical responsibilities in modern, fintech-affected work contexts.

#### LEVEL III OVERHAUL CONTINUES

The planned multi-year curriculum strategy to overhaul the Level III curriculum that began last year with new teachings about asset allocation and fixed-income portfolio management continues this year with the release of a series of four new readings in equity portfolio management. These readings replace the former single reading, with a major increase in scope, depth, and currency.

#### **ALWAYS LOOKING FORWARD**

Professionalism is at the core of CFA Institute. With purpose and professionalism, we can—over time—rebuild trust among investors and investment management professionals. When we earn trust, we earn a sustainable future for our profession.

- NEW
- "Fintech in Investment Management"

#### REVISIONS

• Updated FRA readings to reflect new accounting standards

LEVEL I

• Extended content on ESG, including green finance

#### NEW

- Two new Ethics cases with a fintech work setting
- "Analysis of Financial Institutions"

LEVEL II

"Credit Analysis Models"

#### REVISIONS

- "Multiple Regression and Machine Learning"
- Updated FRA readings to reflect new accounting standards

#### - LEVEL III

#### NEW

- "Professionalism in Investment Management"
- "Overview of the Asset Management Industry"
- Four readings in Equity Portfolio Management ("Introduction to Portfolio Management"; "Passive Equity Investing"; "Active Equity Investing: Strategies"; and "Active Equity Investing: Portfolio Construction")

#### REVISIONS

• "Yield Curve Strategies"