



Alpha und Beta im Portfoliomanagement (German Edition)

Mike Donner

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Investition und Finanzierung, Note: 1,3, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, München früher Fachhochschule, Sprache: Deutsch, Abstract: Ziel dieser Arbeit ist die planvolle Betrachtung der im Portfoliomanagement verwendeten Größen Alpha und Beta. Bei diesen Faktoren handelt es sich um reine Zahlenwerte, die für Außenstehende relativ abstrakt wirken können. Daher stehen die Nachvollziehbarkeit dieser Größen, ihre Aufgaben und auch vorhandene Schwachstellen im Vordergrund der Arbeit. Die Seminararbeit zielt vordergründig auf die Vermittlung eines Grundverständnisses von Alpha und Beta im Portfoliomanagement ab.

Zu Beginn der Ausarbeitung werden die Grundlagen der Portfoliotheorie näher beleuchtet. Danach bildet die Weiterentwicklung dieser Grundlagen im Capital Asset Pricing Model den Fokus der Untersuchung. Aus diesem Modell lassen sich die Größen Alpha und Beta übersichtlich ableiten. Es wird deutlich, welche Rolle diese Werte im modernen Portfoliomanagement einnehmen, warum die Modellprämissen unterschiedlich ausgelegt werden und welche Ergebnisse sich daraus ableiten lassen.

Die kritische Betrachtung von Alpha und Beta schließt sich an. Es wird aufgezeigt, in wieweit die Faktoren beeinflusst werden können und welche Auswirkung eine solche Veränderung haben kann. Eine kurze Zusammenfassung der Ergebnisse und ein Ausblick auf mögliche Entwicklungen im Portfoliomanagement bilden den Abschluss der Arbeit.

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