



## How Investors Can Beat The Market

A Master Class on Investment Trends by ESSEC Business School

Do index funds really outperform fund managers? Studies have shown that beating the market turns out to be even harder than we thought. As a result, the notion that investors are better off investing in market indexes instead of hiring fund managers to run their investment portfolios has gained much traction in recent years.

With fund managers charging higher fees than index funds, the returns for active investors can be lower. Smart Beta is a new investment strategy that aims to capture return drivers through transparent and rule-based methodologies to produce better diversification and risk-adjusted returns. Learn more about these investment strategies and how they have affected investment trends in this master class by Dr Xu Peng, Associate Academic Director of ESSEC's Master in Finance, which is ranked #5 in worldwide by Financial Times.



### Speaker Profile

Dr. Xu Peng is the Associate Academic Director of the Master in Finance program at ESSEC Business School. A CFA charter holder, she specializes in Asset Pricing, Risk Management, and Corporate Financial Management. She holds a Ph.D. degree in Finance and Economics from the Joseph Rotman School of Management and Department of Economics, University of Toronto, Canada. Her research work is well-recognized and presented at internationally renowned conferences and journals.

Recognized as the Top 10% Professors at the ESSEC Foundation Teaching Awards (2014), Dr. Xu is passionate about education and teaches Corporate Financial Management, Risk Management, Portfolio Management, Investment Analysis, and International Finance in Master's and executive education programs at ESSEC Business School.

### About ESSEC Business School's Master in Finance Program

Founded in 1907 in France, ESSEC Business School is one of the world's top international business schools. Ranked #5 worldwide for best Masters in Finance by the Financial Times in 2018, ESSEC's Master in Finance opens doors to exciting job opportunities and rewarding careers in financial markets, corporate finance and asset/portfolio management.

### Program Highlights

- 12 months full-time
- Global approach to finance with a strong emphasis on advanced technical skills
- Bi-campus program in ESSEC's campuses in France and Singapore
- Choice of 2 specialisation tracks: Corporate Finance and Financial Markets
- Internship opportunities and training program to prepare for summer and graduate program applications
- International business trip to a global financial centre
- CFA program partner
- Leverage ESSEC's extensive alumni and corporate network
- Strong career versatility and outcomes
- 100% of graduates got their jobs within 6 months of graduation
- Key sectors: banking, brokerage/trading, consulting, asset management, investment/hedge funds
- Companies that have hired our graduates: Barclays, BNP Paribas, Citi, Goldman Sachs, JP Morgan, Morgan Stanley, PwC, Societe Generale, UBS

### Global Rankings



#### International Rankings Business Education 2018

- #4 Best Master in Management
- #5 Best Master in Finance
- #8 Business School in Europe



#### QS World University Rankings 2019

- #4 Best Adv Master Strategy & Management of International Business
- #4 Best Master in Data Sciences & Business Analytics

### Global Campuses



Europe | Cergy



Europe | La Défense



Asia-Pacific | Singapore



Africa | Rabat

### Career Benefits



**At least 98%** of our students secured employment within 6 months of graduation

**Up to 72%** secured employment prior to graduation

**Up to 88%\*** have jobs with a strong international focus

\*Based on the figures for Advanced Master Strategy & Management of International Business.

### International Community



A student team from our Master of Science in Management program in Singapore

With students coming from 96 different countries and a largely international faculty body, ESSEC is an international and multicultural institution. Students learn topics such as International Negotiation Skills and Business in Asia to learn how to lead and work as part of international multi-cultural teams.

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The pioneering spirit