

## Impact Investment

UGRA\_016199

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| Departments         | Department of Economics, Finance & Accounting, Department of Strategy & General Management |
| Teaching Languages  | English  |
| ECTS                | 5  |
| Teacher responsible | Spinoglio Francesco - francesco.spinoglio@esade.edu  |

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### Course Goals

Learning Objectives:

1. Understand the principles and frameworks of impact investing.
2. Analyze the social, environmental, and financial returns of impact investments.
3. Evaluate and measure the impact of investments using established metrics and tools.
4. Develop strategies for sourcing, structuring, and managing impact investments.
5. Explore global trends and innovations in the impact investment space.

### Prerequisites

No previous knowledge is required to take this course.

### Teaching methodology

The course will be taught in a practical way, according to the methodology learn by doing. In addition, discussion and debate among students will be encouraged to foster collaborative learning. The intention is to make the course engaging and motivating for students, allowing them to acquire practical skills in the field of impact and sustainable investment.

### Description

#### Course contribution to program

This course enhances students' understanding of how investments can generate positive social and environmental outcomes alongside financial returns. It contributes to the overall program by integrating ethical considerations into financial decision-making, promoting responsible investing, and fostering sustainable economic development.

#### Short description

Impact Investment provides a comprehensive overview of the impact investment landscape, focusing on the dual objectives of financial return and social/environmental impact. The course covers theoretical foundations, practical applications, and emerging trends in impact investing. Students will learn to evaluate impact investment opportunities and measure their outcomes effectively.

### Activities

In-class discussions and debates

Analytical exercises

Presentations

## Content

| # | Topic   |
|---|---|
| 1 | Section 1: Introduction to Impact Investment 1.1. Definition and scope of impact investment 1.2. History and evolution of the impact investment market 1.3. Key players and stakeholders in the impact investment ecosystem. 1.4. Types of impact investments (e.g., social impact bonds, venture philanthropy) 1.5. Structuring impact investment deals 1.6. Risk and return analysis in impact investments.   |
| 2 | Section 2: Monetary Policy and Economic Correlations 2.2. Introduction to Monetary Policy 2.3. Central Banks and Their Roles 2.4. Interest Rates and Inflation 2.5. Economic Indicators and Their Impact 2.6. Expectative Value (EV) to invest in Financial Markets.  |
| 3 | Section 3: Technical Analysis vs. Fundamental Analysis 3.1. Fundamental Analysis Principles 3.2. Ratios: price earnings ratio, dividend yield ratio, ROE and ROA 3.3. Financial Statements and Ratios 3.4. Technical Analysis Tools and Techniques 3.5. Chart Patterns and Indicators 3.6. Combining Technical and Fundamental Analysis,  |
| 4 | Section 4: Sectoral Applications of Impact Investment 4.1. Impact investing in various sectors (e.g., healthcare, education, renewable energy) 4.2. Case studies on successful impact investments in different sectors 4.3. Challenges and opportunities in sector-specific impact investing 4.4. Technological advancements in impact investing (e.g., fintech, blockchain) 4.5. Policy and regulatory developments 4.6. Future directions and emerging trends in the impact investment space. |
| 5 | Section 5: Portfolio Management 5.1. Diversification and Risk Management 5.2. Modern Portfolio Theory (MPT) 5.3. Asset Allocation Strategies 5.4. Portfolio Performance Evaluation 5.5. Ethical and Sustainable Investing.  |

## Assessment

| Tool                      | Assessment tool     | Category                  | Weight % |
|---------------------------|---------------------|---------------------------|----------|
| Learning report analysis  | Class participation | Ordinary round            | 5.00%    |
| Learning report analysis  | Team Assignments    | Retake and ordinary round | 45.00%   |
| Written and/or oral exams | Final Exam          | Retake and ordinary round | 50.00%   |

### PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)  
BITLASI22 Year 4 (Optative)