

STUDY SESSION

1

Ethical and Professional Standards

The readings in this study session set forth the provisions of the CFA Institute Code of Ethics (the Code) and Standards of Professional Conduct (the Standards) and illustrate the practical application of the Code and Standards in investment practice.

CIPM candidates and members of the CIPM Association and CFA Institute are subject to the Code and Standards.¹ The Code articulates the ethical principles governing the investment profession. The Standards set forth the responsibilities of covered persons in the areas of professionalism; integrity of capital markets; duties to clients; duties to employers; investment analysis, recommendations, and action; conflicts of interest; and responsibilities as a CIPM Association or CFA Institute member or CIPM candidate.

Note: This study session makes use of the 11th edition of the CFA Institute *Standards of Practice Handbook* (SOPH) to focus on applications of the Code and Standards and recommended procedures for complying with them. The guidance, recommendations, and applications provided in the SOPH supplement the Code and Standards. Recognizing that the following list is not exhaustive, the following exchanges may help CIPM candidates with understanding the reading:

SOPH Terminology

CFA Institute	→	CIPM Association
CFA	→	CIPM
Members and Membership	→	Pertains to the CIPM Association and CFA Institute
Program, Candidates and Candidacy	→	Pertains to the CIPM Program and the CFA Program

(continued)

¹ Until October 1, 2019, existing CIPM Certificants may be members of either the CIPM Association or CFA Institute. While the Code and Standards for each organization are substantially similar, each certificant will be held to the Code and Standards of the organization of which they are a member. New CIPM certificants will join CFA Institute, thus this material is focused on the CFA Institute Code of Ethics and Standards of Professional Conduct.



SOPH Terminology

Designation	→	Pertains to the Certificate in Investment Performance Measurement (CIPM) designation and the CFA designation
Exams	→	CIPM and CFA exams
CFA marks	→	CIPM marks (“Certificate in Investment Performance Measurement” or “CIPM”)
Charter/Charterholders	→	Certificate/Certificants or Certificate Holders

READING ASSIGNMENTS

- 1 CFA Institute Code of Ethics and Standards of Professional Conduct
- 2 *Standards of Practice Handbook*, Eleventh Edition

LEARNING OUTCOMES

READING 1. CFA INSTITUTE CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT

The candidate should be able to:

- a explain the relationship between ethics and laws and regulations;
- b state and explain the provisions of the CFA Institute Code of Ethics and Standards of Professional Conduct;
- c determine potential violations of the CFA Institute Code of Ethics and Standards of Professional Conduct and select appropriate preventive or corrective actions.

READING 2. STANDARDS OF PRACTICE HANDBOOK , ELEVENTH EDITION

STUDY SESSION

2

Overview and Return Measurement

Fund sponsors use the techniques of performance evaluation to assess investment results relative to investment objectives, to determine the sources of returns, and to evaluate investment managers. Investment managers apply the techniques of performance evaluation to assess the effectiveness of various elements of their research and decision-making processes. For both fund sponsors and investment managers, performance evaluation is a productive feedback and control mechanism.

The first reading provides an overview of performance evaluation. The second reading examines return measurement as the foundation of all subsequent performance analysis.

READING ASSIGNMENTS

- 3** Performance Evaluation: An Introduction
by Stefan J. Illmer, PhD, and Dmitri A. Senik, FCCA, CFA
- 4** Performance Evaluation: Rate-of-Return Measurement
by Carl R. Bacon, CIPM, David R. Cariño, PhD, and Arin Stancil, CFA, CIPM

LEARNING OUTCOMES

READING 3. PERFORMANCE EVALUATION: AN INTRODUCTION

The candidate should be able to:

- a** describe the feedback role of performance evaluation in the overall investment management process;
- b** describe how information provided by performance evaluation is useful to a variety of stakeholders;
- c** describe the major components of investment performance evaluation, including the questions they address;



- d** describe the factors that determine the specific characteristics of performance evaluation output;
- e** describe the scope of the performance evaluation process and its major activities, including how these activities are interrelated;
- f** explain ethical concerns related to investment performance presentations.

READING 4. PERFORMANCE EVALUATION: RATE-OF-RETURN MEASUREMENT

The candidate should be able to:

- a** explain the treatment of investment income (e.g., dividends and interest) in calculating holding period rates of return;
- b** calculate and interpret the holding period rate of return on a stock or bond investment;
- c** calculate and interpret a portfolio rate of return;
- d** calculate the home currency equivalent of a non-domestic rate of return and explain a decomposition of the home currency equivalent return;
- e** calculate and interpret rates of return that result from short positions and leveraged positions;
- f** distinguish between book value and market value, realized and unrealized gains and losses, trade date accounting and settlement date accounting, and show how these elements are treated in determining the asset values to be used in calculating rates of return;
- g** explain the major bases for calculating rates of return: nominal versus real, gross-of-fees versus net-of-fees, pre-tax versus post-tax, and leveraged versus cash basis;
- h** explain and demonstrate discrete and continuous compounding;
- i** convert rates of return to an annual basis and explain when annualization is or is not appropriate;
- j** compare arithmetic and geometric mean rates of return;
- k** explain arithmetic and geometric bases for calculating excess returns;
- l** calculate and interpret money-weighted and time-weighted rates of return;
- m** describe unit value pricing;
- n** explain the issues raised by external cash flows for performance evaluation;
- o** explain major approximation methods to a true time-weighted rate of return;
- p** compare the methods used to calculate composite returns;
- q** explain the condition of consistency in calculating the time-weighted rates of return of portfolio segments and the overall portfolio.

STUDY SESSION

3

Return Attribution and Benchmark Analysis

Return attribution is a set of techniques used to identify the sources of excess return of a portfolio against its benchmark in order to understand the consequences of active management decisions. “Return attribution” is often used interchangeably with “performance attribution” by practitioners. However, the first reading and the CIPM custom curriculum define performance attribution to include “return attribution” and “risk attribution.” Risk attribution is introduced in the next study session.

Return attribution involves the selection of appropriate benchmarks. The second reading discusses the theory and practice of benchmark selection.

READING ASSIGNMENTS

- 5 Return Attribution
by Carl R. Bacon, CIPM, and Marc A. Wright, CFA
- 6 Introduction to Benchmarks
by C. Mitchell Conover, PhD, CFA, CIPM, Daniel Broby, FSIP, and David R. Cariño, PhD

LEARNING OUTCOMES

READING 5. RETURN ATTRIBUTION

The candidate should be able to:

- a explain purposes of return attribution and the role of return attribution in the investment decision-making process;
- b distinguish between return attribution and return contribution analysis;
- c distinguish between return attribution and risk attribution;
- d describe the attributes of an effective attribution process;
- e analyze the sources of performance of a portfolio using the Brinson–Hood–Beebower and Brinson–Fachler models;



- f** calculate and interpret arithmetic allocation, selection, and interaction attribution effects;
- g** explain the use of an interaction effect, including its advantages and disadvantages;
- h** calculate and interpret geometric allocation, selection, and interaction attribution effects;
- i** describe returns-based, holdings-based, and transactions-based attribution, including the advantages and disadvantages of each;
- j** distinguish between the effects of sponsors' and managers' investment decisions;
- k** calculate and interpret attribution analysis at different levels: plan sponsor, portfolio manager, country, industrial sector, and individual security;
- l** interpret the results of a factor model–based return attribution analysis;
- m** compare Brinson models (asset-grouping models) with factor models of attribution, including the advantages and disadvantages of each;
- n** explain why the standard Brinson approach may not be suitable for fixed-income strategies;
- o** describe the different types of fixed-income attribution models and interpret the results of a fixed-income attribution analysis;
- p** explain the inputs necessary for a holdings-based and a transactions-based return attribution analysis and the problems associated with each;
- q** explain possible causes of residuals in attribution analysis;
- r** calculate and explain off-benchmark (zero-weight sector) attribution effects.

READING 6. INTRODUCTION TO BENCHMARKS

The candidate should be able to:

- a** define the term “benchmark” and distinguish between benchmarks and market indexes;
- b** describe how benchmarks are used in return attribution and performance appraisal;
- c** distinguish among types of benchmarks;
- d** explain desirable properties of benchmarks in the context of performance attribution;
- e** explain a portfolio's positions in terms of a market index's security positions, benchmark positions, style tilts, and active positions;
- f** identify and explain tests of benchmark quality;
- g** compare the theoretical advantages and disadvantages, data requirements, and costs of using each type of benchmark;
- h** interpret peer universe box charts;
- i** explain uses of asset class indexes;
- j** compare market-capitalization-weighting, equal-weighting, price-weighting, and fundamental-weighting index construction schemes, including their advantages and disadvantages;
- k** describe the purpose and effects of float adjustment of market capitalization indexes;
- l** explain the tradeoffs in constructing asset class indexes;
- m** describe classifications of equity investing styles and the construction of associated equity style indexes;
- n** explain bond market sectors and the construction of associated bond style indexes;
- o** describe the steps in constructing a custom benchmark;
- p** describe considerations in using hedge fund benchmarks, liability-based benchmarks, and hedged benchmarks;
- q** describe the impact of benchmark misspecification on attribution and appraisal analysis;
- r** recommend and justify the choice of a benchmark for a portfolio given a description of portfolio objectives and management processes.

STUDY SESSION

4

Risk Measurement, Risk Attribution, and Security Characteristics

Having covered return measurement and return attribution in earlier study sessions, the first reading of this study session introduces risk measurement and risk attribution.

The second reading explains how performance professionals can use portfolio characteristics analysis in monitoring managers' implementation of their equity investment mandate, conducting holdings-based style analysis, and determining the sources of return.

READING ASSIGNMENTS

- 7** Risk Measurement and Risk Attribution
by Frances Barney, CFA, C. Mitchell Conover, PhD, CFA, CIPM, and Philippe Grégoire, CFA
- 8** Equity Portfolio Characteristics in Performance Analysis
by Stephen C. Gaudette, CFA, and Philip Lawton, PhD, CFA, CIPM

LEARNING OUTCOMES

READING 7. RISK MEASUREMENT AND RISK ATTRIBUTION

The candidate should be able to:

- a** distinguish between non-financial and financial risk and explain types of each kind of risk;
- b** describe the objectives of risk measurement and risk attribution;
- c** contrast the following classifications of market risk: *ex ante* versus *ex post*, stand-alone versus portfolio, idiosyncratic versus systematic, absolute versus relative, and symmetric versus asymmetric;
- d** describe and interpret return data sets with respect to their implications for market risk;
- e** calculate, interpret, and critique the following measures of dispersion: variance, standard deviation, mean absolute deviation, and tracking risk;



- f** calculate and interpret beta;
- g** calculate, interpret, and critique the following measures of downside risk: semi-variance, target semi-variance, semi-standard deviation, and target semi-standard deviation;
- h** calculate, interpret, and critique drawdown, average drawdown, maximum drawdown, and largest individual drawdown;
- i** describe and interpret value at risk and stress tests and explain the strengths and weaknesses of each;
- j** describe approaches to estimating value at risk;
- k** describe equity and bond characteristics and valuation metrics that are related to risk;
- l** recommend appropriate risk measures with respect to specified objectives;
- m** interpret risk attribution analyses;
- n** describe the relationship between risk attribution and return attribution and explain considerations in selecting a risk attribution approach.

READING 8. EQUITY PORTFOLIO CHARACTERISTICS IN PERFORMANCE ANALYSIS

The candidate should be able to:

- a** identify and explain the uses of portfolio characteristics analysis in performance evaluation;
- b** calculate the mean of a distribution that includes outliers and evaluate the various methods in doing so;
- c** calculate the weighted arithmetic mean and the weighted harmonic mean of a portfolio using security-level characteristic values;
- d** classify characteristics as macroeconomic, company fundamental, or company share-related;
- e** calculate and interpret the following equity characteristics: economic sector and industry membership; debt-to-equity (D/E) ratio; return on equity (ROE); market capitalization; price-to-book (P/B) ratio; price-to-earnings (P/E) ratio; dividend yield (D/P); price-to-sales (P/S) ratio; price-to-cash flow (P/CF) ratio; relative strength; liquidity; and volatility;
- f** determine the investment style of a portfolio, given pertinent data such as the market capitalization, price-to-earnings (P/E) and price-to-book (P/B) ratios, dividend yield (D/P), and growth characteristics of the portfolio and one or more style indexes;
- g** compare holdings-based and returns-based style analysis;
- h** compare single-factor and fundamental multifactor attribution models.

STUDY SESSION

5

Performance Appraisal

Fund sponsors are concerned with whether an investment manager has generated sufficient returns to compensate for the risk taken, how the manager's performance compares versus peers, and whether the manager's performance displays investment skill, as opposed to luck, that can be sustained over time.

The reading in this study session introduces several appraisal measures that capture risk in a single number: the Sharpe ratio, M^2 , the Treynor ratio, Jensen's alpha, alpha, the information ratio, the Sortino ratio, and the Calmar ratio.

It should be noted that this list of appraisal methods is not exhaustive, but illustrates those commonly used in practice. Given that risk is typically multidimensional, the study session discusses multifactor models that build upon these measures and provide a more complete view of performance appraisal.

READING ASSIGNMENT

9 Investment Performance Appraisal

by Stephen E. Wilcox, PhD, CFA, Edward W. Aw, CFA, Yusif Simaan, PhD, and Gregory Y. Sivin, CFA

LEARNING OUTCOMES

READING 9. INVESTMENT PERFORMANCE APPRAISAL

The candidate should be able to:

- a** define active investment management skill;
- b** contrast the use in performance appraisal of gross returns and returns net of fees and expenses;
- c** describe the problem of distinguishing skill from luck;
- d** describe the need to take risk into account in investment performance appraisal;



- e** describe types of risk adjustment and identify contexts in which each type might be appropriate;
- f** calculate, interpret, and compare the Sharpe ratio, M^2 , the Treynor ratio, Jensen's alpha, alpha, the information ratio, and the appraisal ratio;
- g** identify and justify appropriate uses of performance appraisal measures;
- h** describe limitations of the Sharpe ratio, M^2 , the Treynor ratio, Jensen's alpha, alpha, the information ratio, and the appraisal ratio;
- i** describe how non-symmetrical return distributions affect appraisal measures;
- j** describe challenges in determining Jensen's alpha;
- k** analyze the determinants of the information ratio according to the fundamental law of active management;
- l** calculate, interpret, and contrast the Sortino and Calmar ratios;
- m** describe uses of multifactor models in performance appraisal.

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6

Investment Performance Presentation

Investment performance presentation (IPP) is a specific type of investment reporting that typically focuses on the presentation of investment performance as the outcome of investment management decisions. As discussed in the first reading, four factors determine in detail the type of investment performance presentation: The investment performance information to be communicated; the intended user of the presentation; the intended use of the presentation; and the preparer of the presentation.

Where the preparer of an IPP is an investment manager competing for clients and the intended user is a prospective client—by definition without first-hand experience with the manager—the potential for unfair or biased IPP would be substantial in the absence of compliance by managers with a set of investment performance presentation standards. The second reading explores the motivation for and value of Global Investment Performance Standards (GIPS®). The third and fourth readings provide further orientation to GIPS.

READING ASSIGNMENTS

- 10 Investment Performance Presentation: An Introduction
by Stefan J. Illmer, PhD
- 11 Beyond GIPS Compliance: Maximizing Value
by Iain W. McAra
- 12 Introduction to the Global Investment Performance Standards (GIPS)
- 13 Global Investment Performance Standards (GIPS)



LEARNING OUTCOMES**READING 10. INVESTMENT PERFORMANCE PRESENTATION: AN INTRODUCTION**

The candidate should be able to:

- a** describe factors that determine the properties of an investment performance presentation;
- b** describe steps of an investment performance presentation process;
- c** describe the content and purposes of investment performance presentations when these presentations are classified by (i) type of process and (ii) type of performance evaluation information;
- d** explain differences between internal and external investment performance presentations.

READING 11. BEYOND GIPS COMPLIANCE: MAXIMIZING VALUE

The candidate should be able to:

- a** explain the value added from being a GIPS compliant firm with respect to investors, intermediaries, and regulators;
- b** explain the benefits to the firm of complying with the GIPS standards.

READING 12. INTRODUCTION TO THE GLOBAL INVESTMENT PERFORMANCE STANDARDS (GIPS)

The candidate should be able to:

- a** explain why the GIPS standards were created, what parties the GIPS standards apply to, and who is benefitted by the Standards;
- b** explain the construction and purpose of composites in performance reporting;
- c** explain benefits of verification.

READING 13. GLOBAL INVESTMENT PERFORMANCE STANDARDS (GIPS)

The candidate should be able to:

- a** describe the key features of the GIPS standards, the fundamentals of compliance, and the requirements and recommendations for input data;
- b** describe the scope of the GIPS standards with respect to an investment firm's definition and historical performance record;
- c** explain how the GIPS standards are implemented in countries with existing standards for performance reporting and describe the appropriate response when the GIPS standards and local regulations conflict;
- d** describe the nine sections of the GIPS standards.