

CFA一级培训项目

金融英语

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地点: ■ 上海 □北京 □深圳

Framework

Ethical & Professional Standards



Investment Tools



Asset Classes - Valuation



Portfolio Management

Ethical & Professional Standards

Quantitative Methods

Economics

Financial Reporting & Analysis

Corporate Finance

Equity Investments

Fixed Income

Derivatives

Alternative Investments

Portfolio Management



Ethical & Professional Standards 伦理道德和职业行为标准



Ethical and Professional Standards

- ➤ Code of Ethics:伦理道德总纲
- ➤ The <u>Standards</u> of Professional Conduct:个人职业行为标准
- ➤ GIPS (Globe Investment Performance Standards):全球投资 业绩标准
 - <u>Code</u>:总纲
 - <u>Standards</u>:细则
 - Panel: 专门小组
 - Fiduciary Duty:受托责任
 - most likely:最有可能的 ● Violate to(Violation):违反:
 - Comply with: 遵从、依从

least likely:最没有可能的



Code of Ethics

Members of CFA Institute [including Chartered Financial Analyst (CFA) charter holders] and *candidates* for the CFA designation ("Members and Candidates") must:

member: 会员

candidate:候选人

CFA Charter holder: CFA持证人

Subject to

Code& Standard

服从于总章和职业行为 准则



Code of Ethics

- Integrity:诚实,正直
 - 对人
 - ✓ 公众public
 - ✓ 客户和潜在客户client & prospective client
 - ✓ 雇主和员工employers & employees
 - 对金融行业
 - ✓ Investment <u>profession</u>: 行业、同行、金融界
 - 对资本市场
 - ✓ Capital market
- ➤ Interests: 利益
 - 客户利益 > 雇主利益 > 自身利益



Code of Ethics

- ➤ Credit:信用
- ➤ Reasonable care: 合理的关注(可以理解为尽责, 谨慎执业)
- ➤ Exercise independent professional judgment:执行独立的专业的判断
- ➤ Competence: 能力,称职
- ➤ Diligence: 勤勉
- ➤ Respect: 尊重;自重



THE STANDARDS OF PROFESSIONAL CONDUCT

- Professionalism: 职业操守
- Integrity of Capital Markets:资本市场诚信
- (III) Duties to Clients:对客户的责任
- (IV) Duties to Employers:对雇主的责任
- (V) Investment Analysis, Recommendations, and Action: 投资 分析、投资建议及投资活动
- (VI) Conflicts of Interest: 利益冲突
- (VII) Responsibilities as a CFA Institute Member or CFA Candidate: CFA会员和CFA候选人责任



- ➤ Standard I:PROFESSIONALISM:职业操守
 - (A) Knowledge of the Law:知法
 - (B) Independence and Objectivity:独立性和客观性
 - (C) Misrepresentation:不当陈述
 - (D) Misconduct:不当行为(渎职)



- ➤ II. INTEGRITY OF CAPITAL MARKETS:资本市场诚信
 - (A) Material Nonpublic Information: 重大非公开信息
 - (B) Market Manipulation:市场操纵



- III. DUTIES TO CLIENTS:对客户的责任
 - (A) Loyalty, Prudence, and Care: 忠诚, 谨慎和审慎
 - (B) Fair Dealing:公平交易
 - (C) Suitability:适合性
 - (D) Performance Presentation:业绩陈述
 - (E) Preservation of Confidentiality:保密原则



- IV. DUTIES TO EMPLOYERS:对雇主的责任
 - (A) Loyalty:忠诚
 - (B) Additional Compensation Arrangements:额外报酬协定
 - (C) Responsibilities of Supervisors:管理者职能



- V. INVESTMENT ANALYSIS, RECOMMENDATIONS, AND ACTIONS:投资分析、投资建议及投资活动
 - (A) Diligence and Reasonable Basis:勤勉尽职,根据合理
 - (B) Communication with Clients and Prospective Clients:与客 户及潜在客户的沟通
 - (C) Record Retention:记录保存



- ➤ VI.CONFLICTS OF INTEREST: 利益冲突
 - (A) Disclosure of Conflicts:利益冲突披露
 - (B) Priority of Transactions:交易优先
 - (C) Referral Fees:介绍费



- VII. RESPONSIBILITIES AS A CFA INSTITUTE MEMBER OR CFA CANDIDATE: CFA会员和CFA候选人责任
 - (A) Conduct as Members and Candidates in the CFA Program : CFA会员和考生行为
 - (B) Reference to CFA Institute, the CFA Designation, and the CFA Program: CFA协会、CFA名衔和CFA课程



Economics 经济学



Economics 经济学

- Microeconomics: 微观经济学
 - Demand and supply:供求理论
 - ✓ Introduction
 - ✓ Consumer demand
 - ✓ Firm
 - ✓ Firm and Market Structures
- Macroeconomics:宏观经济学
 - Aggregate Output, Prices, and Economic Growth:总产出,价格机制,经济 增长
 - Business Cycles:经济周期;商业周期
 - Monetary and Fiscal Policy: 货币和财政政策
- International economics: 国际经济学
 - International Trade:国际贸易
 - Foreign Currency:外汇





- ▶ Demand & Supply:需求和供给
 - Goods/commodity:商品
 - Service:服务
 - Market:市场
 - Price:价格
 - Consumer:消费者
 - Producer:生产者
 - Demand:需求
 - Supply:供给
 - Equilibrium price : 均衡价格
 - Auction:拍卖



- ▶ Demand & Supply:需求和供给
 - Elasticities: 弹性
 - ✓ Price elasticities: 价格弹性
 - ✓ Income elasticities:收入弹性
 - ✓ Cross-price elasticities:交叉弹性



- ➤ Consumer demand:消费者需求——研究消费者行为
 - Consumer choice theory:消费者决策理论
 - Utility theory: 效用理论(优先理论)
 - ✓ Diminishing marginal utility:边际效用递减



- Demand and Supply Analysis: The Firm
 - Factors of production:生产要素
 - ✓ Labor: 劳动力
 - ✓ Capital:资本
 - ✓ Productivity: 生产力(生产的产品和服务的总量/所耗资源总数)
 - ✓ Diminishing marginal productivity:边际生产率递减理论
 - ✓ Diminishing marginal return:边际回报递减理论



- Demand and Supply Analysis: The Firm
 - Revenue:收益
 - ✓ Total revenue:总收益
 - ✓ Average revenue: 平均收益
 - Cost:成本
 - ✓ Total cost: 总成本
 - ◆ Fixed cost: 固定成本
 - ◆ Variable costs:可变成本
 - ✓ Average cost: 平均成本
 - Breakeven point: 盈亏平衡点

Profit = Revenue - cost



- Demand and Supply Analysis: The Firm
 - Economies of scale: 规模经济
 - Diseconomies of scale: 规模不经济
 - Profit-maximizing:利润最大化
 - Cost-minimizing:成本最小化



- ➤ Four Types of <u>Market structures</u>: 市场结构
 - perfect competition:完全竞争
 - monopolistic competition: 垄断竞争
 - oligopoly: 寡头垄断
 - pure monopoly:垄断





- ➤ Aggregate Output, Prices, and Economic Growth:总产 出,价格,经济增长
 - Aggregate Output: 总产出
 - Aggregate Demand: 总需求
 - Aggregate Supply:总供给
 - Economic Growth: 经济增长
 - GDP (gross domestic product):国内生产总值
 - ✓ Nominal GDP: 名义GDP
 - ✓ Real GDP: 实际GDP



- ➤ Aggregate Output, Prices, and Economic Growth:总产出,价 格,经济增长
 - Income:收入
 - Budget : 预算
 - Payment: 支出
 - Saving:储蓄
 - Investment: 投资
 - Fiscal balance:财政差额
 - Trade balance: 贸易差额



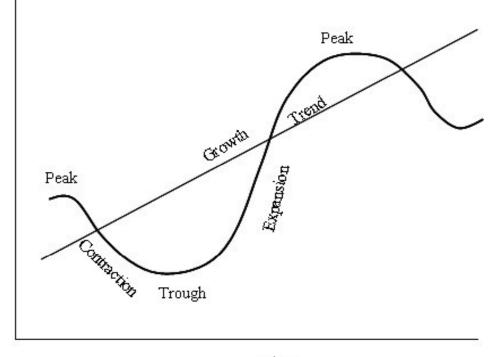
Deficit: 赤字



Business Cycles:经济周期;商业周期

- The business cycle has four phases:
 - Expansion:扩张
 - Peak:繁荣
 - Contraction or Recession 收缩/衰退
 - Trough: 萧条

Level of National Economic Activity



Time



- ➤ Business Cycles:经济周期;商业周期
 - unemployment: 失业
 - Inflation:通货膨胀
 - Disinflation:反通货膨胀
 - Deflation:通货紧缩
 - CPI (Consumer Price Index):消费物价指数
 - Menu cost:菜单成本
 - Shoe leather cost:皮鞋成本/鞋底成本



- Monetary and Fiscal Policy货币和财政政策
 - Money:货币
 - Central banks:中央银行
 - Monetary Policy:货币政策
 - ✓ Policy rate: 政策利率
 - ◆ Interest rate: 利率
 - ✓ Reserve requirements: 法定准备金
 - ✓ Open market operations:公开市场操作



- ➤ Monetary and Fiscal Policy货币和财政政策
 - Fiscal Policy:财政政策
 - ✓ Spending Tools: 支出工具
 - ◆ Transfer payment:转移支付
 - ◆ Current spending:经常账户支出
 - ◆ Capital spending:资本账户支出
 - ✓ Revenue Tools: 收入丁具
 - ◆ Tax:税收
 - □ Direct taxes:直接税
 - □ Indirect taxes:间接税
 - Expansionary:扩张的
 - Contractionary: 紧缩的



- Efficient Market Hypothesis: 有效市场假说
 - Weak-form EMH:弱式有效市场假说
 - Semi-strong-form EMH:半强式有效市场假说
 - Strong-form EMH: 强式有效市场假说



International economics 国际经济学



International economics:国际经济学

- **International Trade and Capital Flows**
 - International Trade:国际贸易
 - Capital Flows: 资本流动
 - World price:世界价格
 - Domestic price:国内价格
 - Import:进口
 - Export: 出口
 - **Net export = Export Import** Net exports: 净出口
 - Trade surplus:贸易顺差(出超)
 - Trade deficit: 贸易逆差(入超)



International economics:国际经济学

- **International Trade and Capital Flows**
 - Absolute advantage:绝对优势
 - Comparative advantage:比较优势
 - ▸ Trade protection:贸易保护(保护本国)
 - Trade restrictions: 贸易管制(进出口都进行管制)
 - ✓ Tariff: 关税
 - ✓ Quota:配额
 - ✓ Voluntary Export Restriction:自愿出口限制
 - ✓ Export subsidies: 出口补贴
 - Capital restrictions: 资本管制(tax on foreign investor)



International economics:国际经济学

- ➤ Foreign Currency:外汇
 - Foreign exchange market:外汇市场
 - Foreign exchange quotations:外汇报价
 - ✓ Basic currency:基础货币(被标价货币)
 - ✓ Pricing currency: 标价货币
 - ✓ Appreciation:升值
 - ✓ Depreciation: 贬值
 - Exchange Rates: 汇率
 - ✓ Spot rate:即期汇率
 - ✓ Forward rate: 远期汇率
 - ✓ Discount:贴水(F < S)
 - ✓ Premium: 升水(F > S)

F = S + Premium (-discount)





- Basic Concept of Financial Reporting
 - Financial report: 财务报告
 - ✓ Financial statement:财务报表
 - ◆Balance sheet:资产负债表
 - ◆Income statement: 损益表
 - ◆cash flows statement:现金流量表
 - ✓ Financial statement notes (Footnotes) :财务报表附注(附注)
 - ✓ Management's Discussion and Analysis (MD&A):管理层讨论 与分析



- ➤ Audit:审计
 - Unqualified opinion:无保留意见
 - Qualified opinion:保留意见
 - ◆ Adverse opinion:否定意见
 - Disclaimer of opinion:无法发表意见



- Financial reporting standard
 - IFRS (International Financial Reporting Standards):国际财务报告准 则;国际会计准则
 - ✓ 由IASB制定: International Accounting Standards Board 国际会计 准则理事会
 - US GAAP (Generally Accepted Accounting Principles):美国通用会 计准则;美国会计准则
 - ✓ US GAAP: FASB (Financial Accounting Standards Board)美国财务会计准 则委员会
 - ✓ APB:美国注册会计师协会
 - ✓ SEC:美国证券交易委员会

Assume IFRS applies unless otherwise noted.

Assume US GAAP applies unless otherwise noted



- Key financial elements: 主要会计要素
 - Assets: 资产
 - Liability:负债
 - Equity:权益
 - Revenue:收入
 - Expense:费用
 - Gain & loss: 损益
- Measurement of financial elements: 会计要素计量
 - Historical cost: 历史成本
 - Current cost: 现行成本
 - Fair value:公允价值



- ➤ Accrual basis: 权责发生制
 - Unearned revenue: 预付账款(未实现收入)
 - Accrued revenue:应计收入
 - Prepaid expense:待摊费用(预付费用)
 - Accrued expense: 预提费用



➤ Static accounting equation : 会计恒等式 (静态)

Assets =Liability +Equity

- > Assets 按照流动性划分
 - Current assets:流动资产
 - ✓ Cash: 现金
 - ✓ Accounts receivable:应收账款(Accrued revenue)
 - ✓ Inventories:存货
 - Long-term Assets: 长期资产
 - ✓ Land:土地
 - ✓ Property, plant & equipment:财产(地产),车间及设备
- > Assets 按照形态划分
 - Tangible assets:有形资产
 - Intangible assets:无形资产



- ➤ Liability:负债
 - Current liabilities:短期负债
 - ✓ Accounts payable:应付账款
 - ✓ Current debt: 短期借款
 - Long-term liabilities:长期负债
 - ✓ Long-term debt: 长期借款



➤ Owner's equity:所有者权益

Preferred stock:优先股

● Common stock:普通股

Retained earnings:留存收益





- Capital Budgeting:资本预算
- Cost of Capital:资本成本
- Measures of Leverage: 杠杆度量
- Dividends and Share Repurchases:股利分红和资本回购
- Working Capital Management:运营资本管理
- Financial Statement Analysis:财务报表分析
- The Corporate Governance of Listed Companies: 上市公司 治理



- Capital Budgeting:资本预算
 - Project Evaluation Methods:项目估值方法
 - 1. Net present value (NPV): 净现值
 - 2. Internal rate of return (IRR): 内部收益率
 - 3. Payback period (PBP):回收期
 - 4. Discount payback period (DBP): 折现回收期
 - 5. Profitability index (PI): 盈利指标
 - Opportunity Cost:机会成本
 - Sunk Cost:沉没成本



- Cost of Capital: 资本成本
 - WACC(Weighted Average Cost of Capital): 平均加权资本 成本)
 - Tax shield:税盾
 - Target/optimal capital structure:最优资本结构
 - Alpha & Beta



- Measures of Leverage: 杠杆度量
 - Leverage: 杠杆
 - Operating Leverage:运营杠杆
 - ✓ Financial Leverage:财务杠杆
 - Breakeven Point: 盈亏平衡点



- Dividends and Share Repurchases:股利分红和资本回购
 - Dividends:股利
 - Cash dividends:现金股利
 - Stock dividends:股票股利
 - stock splits:股票分割
 - Reverse stock splits:反向股票分割
 - Share Repurchase:股票回购



- Working Capital Management: 营运资本管理
 - Working Capital: 营运资本
 - Inventory:存货
 - ✓ Account Receivable: 应收账款
 - ✓ Account Payable:应付账款
 - ✓ Cash: 现金
 - Firm Liquidity:企业流动性



- ➢ Financial Statement Analysis:财务报表分析
 - Pro Forma Statements: 预估财务报表
 - ✓ Pro Forma: Latin; as a matter of form:形式上的;例行公事

- The Corporate Governance of Listed Companies: 上市公 司治理
 - Corporate Governance:公司治理
 - Listed Companies:上市公司
 - Board of Directors: 董事会
 - Management:管理层
 - Shareholders:股东





- ➤ Classification of assets:资产
 - Financial Assets:金融资产
 - ✓ Security:证券
 - ◆ Stocks:股票
 - ◆ Bond:债券
 - ◆ Currency: 货币
 - ◆ Derivative contracts:衍生品合约
 - □ Financial derivative contracts:金融衍生品合约
 - □ Physical derivative contracts:实物衍生品合约
 - Real Assets: 实物资产
 - ✓ Commodity:大宗商品
 - ✓ Real Estate:不动产
 - ✓ Equipment:设备
 - ✓ Physical Assets: 实物资产



Classification of markets

- Primary market:一级市场:initial public offerings (IPO)
- Secondary markets: 二级市场
- Money markets: 货币市场
- Capital markets:资本市场
- Traditional markets:传统金融市场
- Alternative markets:其他类投资市场



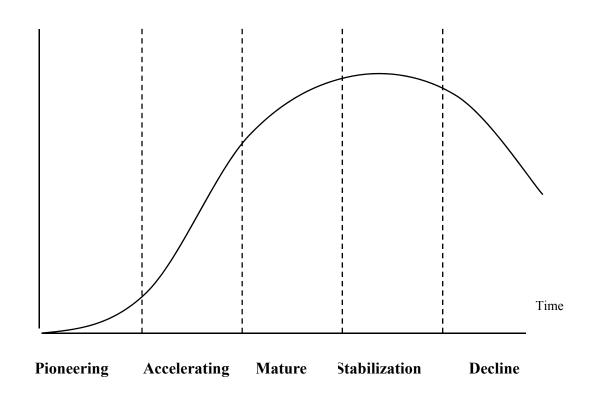
- Equity Securities:权益类证券
 - Common Shares:普通股
 - Preference shares (or preferred stock):优先股
 - The market value:市场价值
 - The intrinsic value:真实价值
 - Overvalue: 估值过高
 - Undervalue: 估值过低
 - Abnormal return:超额收益



- ➤ Introduction to <u>Industry and company Analysis:</u>行业分析
 - Industry Life Cycle: 行业生命周期理论
 - ✓ Embryonic stage : Sales

胚胎期;幼稚期

- ✓ Growth stage: 成长期
- ✓ Shakeout stage: 动荡期
- ✓ Mature stage : 成熟期
- ✓ Decline stage : 衰退期







- ➤ Introduction to Industry and company Analysis:行业分 析
 - Peer Group:同辈群体;对等群体
 - Industry Concentration: 行业集中度
 - ✓ Bargaining power: 议价能力
 - ✓ Barrier: 壁垒
 - Competitive Advantage:比较优势



- ➤ Company Analysis:— competitive strategies:竞争策略
 - Cost leadership:成本导向型
 - Differentiation:差异化



- ➤ Security Market Indices:证券市场指数
 - Stock indices:股票指数
 - Commodity indices:商品指数
 - Hedge Fund indices:对冲基金指数



- ➤ Indices:指数
 - S&P 500:标准普尔500指数
 - DJIA: Dow Jones Industrial Average:道琼斯工业指数
 - NASDAQ:纳斯达克指数
 - MSCI Indices: Morgan Stanley Capital International:摩根斯坦 利指数
 - FTSE 100: the Footsie: 富时指数
 - Nikkei 225:日经225指数
 - Hang Seng:香港恒生指数



- **➢ Portfolio Management: 组合管理**
 - Passive management:被动管理
 - Active fund management: 主动管理
 - Sell-side:卖方
 - Buy-side: 买方



- **▶** Portfolio Management: 组合管理
 - Benchmark: 基准回报
 - Excess return:超额回报
 - Incentive fee:激励



Fixed Income

固定收益



- ➤ Fixed income security:固定收益证券
 - Indenture:契约合约
- Terminologies of debt securities:
 - ✓ Par value/face value/maturity value:面值,多数债券面值为1000
 - ✓ Coupon rate: 息票率,决定每期支付的利息
 - ✓ Maturity:期限,决定债券的偿还时间
 - Issuer/borrower:债券发行人,实际上为资金需求者
 - Bondholder:债券持有人,实际上为资金的供给者
- An example :
 - 6% coupon rate, five years matures from today, 1000 face value, annual payments (how about semi-annual payments?)



Terminologies of debt securities:

● Cap:上限

• Floor:下限

■ Refundable:可偿还的

• Nonrefundable:不可偿还的

● Callable:可赎回的

Noncallable:不可赎回的

Convertible:可转换的



- Terminologies of debt securities:
 - Risk-free rate: 无风险利率
 - Nominal interest rate: 名义利率
 - Real interest rate:实际利率
 - Libor: The London Interbank Offered Rate:伦敦银行间同业拆 借利率



- Terminologies of US debt securities:
 - Treasury Bill:短期美国国债
 - Treasury Note:中期美国国债
 - Treasury Bond:长期美国国债
 - TIPS: Treasury Inflation-Protected Securities:通胀保护的债券
 - STRIPS: Separate Trading of Registered Interest and Principal of Securities:本金与利息相分离的债券



- ➤ Terminologies of credit rating: 债券评级
 - Moody's:穆迪评级
 - Standard & Poor's:标准普尔评级
 - Downgrade / Upgrade : 降级/升级
 - Investment grade: 投资级
 - Speculative grade: 投机级
 - Junk bond:垃圾级



Derivative Investments 衍生品投资



Derivative Investments 衍生品投资

- ▶ Hedge: 对冲 风险管理
- Arbitrage: 套利 高买低卖
- Derivative Markets and Instruments:衍生市场和投资工具
 - Forward contracts: 远期合约 Default risk: 违约风险
 - Futures contracts: 期货合约
 - Swap contracts: 掉期合约
 - Option contract:期权合约
- ➤ Terminology:主要术语
 - Positions: 头寸
 - ✓ Long Position: 多头
 - ✓ Short Position: 空头



Derivative Investments 衍生品投资

- Basic Concepts of option
 - Call option:看涨期权(买进期权)
 - ✓ Long call: 买入看涨期权
 - ✓ Short call: 卖出看涨期权
 - Put option:看跌期权(卖出期权)
 - ✓ Long put: 买入看跌期权
 - ✓ short put: 卖出看跌期权
 - <u>writer</u> of the option:seller,卖出的一方;write



- ➤ Classification of bond:债券的分类
 - national debt, public debt:国债
 - ✓ T-bills:短期国债;国库券
 - ✓ Treasury notes:中期国债
 - ✓ Treasury bonds:长期国债
 - Corporate debt security:企业债
 - Government Bond:政府债券



Alternative Investments 其他类投资



Alternative Investments:其他类投资

- ➤ Alternative Investments:其他类投资
 - Fund:基金
 - Real estate investment:房地产
 - Hedge fund:对冲基金
 - Private equity:私募股权融资
 - ✓ Venture capital:风险投资



Risks 风险



Risks:风险

- **▶** Terminology of Risk Management:风险管理术语
 - Exposure:风险敞口
 - Systematic risk:系统性风险
 - Unsystematic risk:非系统性风险
 - Diversification:分散化投资



Risks:风险

➤ Terminology of Risk Management:风险管理术语

- Inflation risk / Deflation / Hyperinflation:通胀风险/通缩风险
- Liquidity risk:流动性风险
- Translation risk:外市折算风险
- Prepayment risk:提前还款风险
- Reinvestment risk:再投资风险
- Sovereign risk: 主权风险
- Credit Risk = Counterparty Risk:信用风险/对手方风险
- Default risk: 违约风险
- Credit derivatives(CDS):信用衍生产品(信用违约掉期)

