

课程大纲 COURSE SYLLABUS

1.	课程代码/名称 Course Code/Title	金融信息化业界大讲堂 Special Topics in Financial Informatization
2.	课程性质 Compulsory/Elective	专业选修课 Major Elective Courses
3.	开课单位 Offering Dept.	商学院 SUSTech Business School
4.	课程学分/学时 Course Credit/Hours	1
5.	授课语言 Teaching Language	中英文 Bilingual
6.	授课教师 Instructor(s)	严硕 金融系 Email: yans@sustc.edu.cn Shuo YAN, Department of Finance
7.	开课学期 Semester	秋季学期 Fall Semester
8.	是否面向本科生开放 Open to undergraduates or not	否 No
9.	先修要求 Pre-requisites	(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.) 无 NA
10.	教学目标 Course Objectives	<p>(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)</p> <p>本课程将聚焦于金融知识的业界运用与专业实践, 加强金融专业研究生与产业界人士的沟通和交流。在经济、金融、投资类专业课程学习研究基础上, 本课程定位于专业实践, 通过基金公司和证券公司专业精英对行业的解读、案例分享以及与投资机构的对接, 为同学们了解基金公司、证券公司的最新的投资热点、理念提供便捷的渠道和第一手资料。</p> <p>This course will focus on the industry application and professional practice of financial knowledge, and strengthen communication and exchange between financial graduate students and industry professionals. Based on the study and research of courses in economics, finance, and investment, this course is positioned as a professional practice. Through the interpretation of the industry, case sharing, and communication with investment institutions by professional elites of fund and securities companies, it provides students with convenient channels and first-hand materials to understand the latest investment hotspots and concepts of fund and securities companies.</p> <p>课程拟邀请宏观经济学家、基金公司高管、基金行业明星基金经理、新财富证券分析师以课堂讲座、案例分析和模拟投资等形式授课; 帮助学生构建基金行业投资分析框架, 掌握宏观分析、投资策略、行业分析、财务分析、企业研究的原理与应用方法, 培养学生公司调研、构建投资组合策略、以及研究报告撰写的基本技能。本门课的每期主题以实际应邀嘉宾的演讲内容为准。</p> <p>The course plans to invite macro-economists, senior fund managers, star investment analysts of New Wealth Securities to share their experiences in the form of classroom lectures, case studies, and simulated investments. The course aims to assist students in building an investment analysis framework for the fund industry, master the principles and application methods of macro analysis, investment strategy, industry analysis, financial analysis, and enterprise research, and cultivate basic skills in company research, investment portfolio strategy construction, and research report writing. The theme of each session of this course is based on the actual speech content of the invited guests.</p>
11.	教学方法 Teaching Methods	(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)

	系列讲座
12.	教学内容 Course Contents (如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)
	Section 1 基金行业与基金公司 在本环节中, 学生将了解金融市场相关的基础知识, 并以基金公司为切入点, 学习基金公司的投资研究与风险控制机制。 Fund Industry and Fund Companies In this section, students will learn the basic knowledge related to financial markets and use fund companies as a starting point to learn investment research and risk control mechanisms of fund companies
	Section 2 基金投资研究分析的原理与方法 在本环节中, 学生将 (1) 学习投研中的宏观分析方法和框架, 例如周期与大类配置。此外学生还将了解业界关于 (2) 配置与投资策略、(3) 和债权投资与信用评级, 和 (4) 量化交易技术与分析的运用。 Principles and Methods of Fund Investment Research and Analysis In this section, students will learn macro analysis methods and frameworks in investment research, such as cycle and category allocation. In addition, students will also learn about the industry's allocation and investment strategies, debt investment and credit rating, and the application of quantitative trading techniques and analysis.
	Section 3 行业研究分析 在本环节中, 学生将深入学习行业研究报告的相关知识, 其中包括: (1) 周期品行业分析、(2) 大消费行业分析、(3) 金融行业分析、(4) TMT 行业分析、以及 (5) 装备制造, 交通运输行业分析。 Industrial research analysis In this section, students will delve into the analysis of cyclical goods industry, large consumer industry, financial industry, TMT industry, as well as equipment manufacturing and transportation industry.
	Section 4 金融信息安全与金融大数据 在本环节中, 学生将了解大数据发展对金融机构的影响, 包括如何利用数据中台实现聚合化、产品化、管控化等特点, 继而将数据变成资产服务于金融机构实际场景的开放式技术和管理体系中, 进而帮助金融机构节省时间成本、提升运营效率。此外, 学生还将了解大数据环境下互联网金融信息安全防范措施。 Financial Information Security and Financial Big Data In this section, students will understand the impact of the development of big data on financial institutions, including how to use data platforms to achieve aggregation, productization, and control, and then turn data into assets to serve the open technology and management system of financial institutions in actual scenarios, thereby helping financial institutions save time and costs and improve operational efficiency. In addition, students will also learn about the security measures for internet financial information in the big data environment.
	Section 5 绿色金融 在本环节中, 学生们将学习什么是 ESG, ESG 是如何与国家双碳目标高度契合的, 以及为了实现“双碳”目标, 政府监管部门是如何持续推动绿色金融的发展, 包括大力推进绿色金融标准体系、绿色金融产品服务创新体系和绿色金融激励约束机制等建设。 Green finance In this section, students will learn what ESG is, how ESG is highly consistent with the national dual carbon goals, and how government regulators continue to promote the development of green finance in order to achieve the "dual carbon" goals, including

		vigorously promoting the construction of green finance standard system, green finance product service innovation system, and green finance incentive and constraint mechanism.
	Section 6	<p>区块链技术和数字货币</p> <p>在本环节中，学生将了解到区块链与数字货币的相关概念，以及区块链与数字货币的相关关系，同时学习者还将了解到作为金融科技领域最热门的技术之一的区块链技术在数字货币方面的应用及前景。</p> <p>Blockchain Technology and Digital Currency</p> <p>In this section, students will learn about the concepts of blockchain and digital currency, as well as the relationship between blockchain and digital currency. At the same time, learners will also learn about the application and prospects of blockchain technology, one of the most popular technologies in the field of financial technology, in digital currency.</p>
	Section 7	<p>AI与量化交易</p> <p>在本环节中，学生将了解到量化交易的概念，量化交易的人工智能趋势。自动学习（AI）的基本概念，以及AI是如何与量化交易相结合的。我们拟在本章节中加入随堂测验进行客观、自动化的线上评量。</p> <p>AI and Quantitative Trading</p> <p>In this section, students will learn about the concept of quantitative trading and quantify the trend of artificial intelligence in trading, as well as the basic concepts of automatic learning (AI) and how AI is combined with quantitative trading.</p>
	Section 8	<p>智能投顾和资产管理</p> <p>在本环节中，学习者将学习到金融科技对中国资产管理行业的影响。及在金融科技的背景下，智能投顾作为金融与人工智能结合的一个重要方向，其产业链发展的情况。并且我们会分析智能投顾与传统投顾相比的优劣势，同时梳理国内外智能投顾行业的发展情况，进而揭示目前中国发展智能投顾可能存在的风险。</p> <p>Smart Investment and Asset Management</p> <p>In this section, students will learn about the impact of financial technology on the Chinese asset management industry. And in the context of financial technology, smart investment as an important direction of the combination of financial and artificial intelligence, the development of its industrial chain. We will analyse the advantages and disadvantages of smart investment compared with traditional investment, and at the same time sort out the development of smart investment industry at home and abroad, and then reveal the possible risks of China's development of smart investment. We intend to include course-related development cases in this chapter as a supplementary learning.</p>
13.	课程考核 Course Assessment	
		<p>(①考核形式 Form of examination; ②.分数构成 grading policy; ③如面向本科生开放，请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)</p> <p>考核形式: 十三级等级制 Form of examination: Letter Grading (with final exam)</p> <p>分数构成: 40%出勤+60%期末报告 Grading policy: Attendance (40%) + Final report (60%)</p>
14.	教材及其它参考资料 Textbook and Supplementary Readings	
		There is no text book for this course.