



SMU E.Y.E INVESTMENT BOOT CAMP GARNERS IMPRESSIVE TURNOUT

It was the morning of the second Saturday of the school term, yet that did not deter close to 200 freshmen from attending one of the biggest events of the SMU E.y.E Investment Interactive Club of the semester – E.y.E Investment Boot Camp. Lasting one full day on 2 September 2006, the Boot Camp aimed to introduce new members of the club to the basics of investments and the world of finance. The event was made possible by the generous sponsorship of Kim Eng Securities and Singapore Exchange. Participants were provided with useful investment toolkits which gave the students more information on how to get started investing and managing their finances.



Kicking off the event was Chan Ying Jian, President of the SMU E.y.E Investment Interactive Club, who shared with the participants how to beat the Straits Times Index using a simple stock picking method modeled after Michael O'Higgins' "Beating the Dow".

Representatives from the sponsor organisations also shared with bright-eyed participants the convenience of online trading as well as how the trading mechanism of the stock market works to give members who are green to trading a better idea on how to get started.

The event also saw senior students sharing their own trading experiences as well as using case studies to expound the concepts of fundamental

analysis and technical analysis of stock investing, giving the students a real taste of what investing is like. Participants were also actively engaged in fun filled activities that set them thinking about popular financial concepts such as the Winner's Curse and market rationality.

The highlight of the day must be the talks by two of SMU's very own finance professors. Titled "Money, Money, Money", Assistant Professor Chua Choong Tze got students all fired up about taking charge of their own finances, applying important financial concepts of risk and return, time diversification and leverage. A former investment banker, Senior Lecturer Ang Ser Keng provided interesting insights into the career of investment banking. He certainly inspired many to work towards landing a place in this coveted career option as evident from the number of students who surrounded him asking many questions after the event.

The event was certainly popular and exceeded the expectations of many attendees. Mr Tang Ke Jie, a freshman from the School of Information Systems, said, "The Boot Camp was eye-opening and insightful. It definitely aroused my interests in the investment sector. Having already some interest in investments before the camp, I was glad that so many speakers shared their experience and knowledge with us." ■