

## Conard Foundation Center for Financial Education

The vision of the Conard Foundation Center for Financial Education is to be the pre-eminent provider of undergraduate finance curriculum in the United States. The mission is to continue to improve the quality and growth of this program and to provide students with opportunities to be innovative and creative as the University serves and prepares them for productive careers in financial and investment management. Specifically, the Center's goal is to prepare them in such a way that they "can walk down Wall St. with anyone."

The Conard Center provides students with the opportunity to gain hands-on experience in financial asset and commodity trading systems, risk management, and fundamental and technical analysis. Its objective is to link the classroom and the boardroom by combining theoretical knowledge and practical learning.

Today's increasingly fast-paced and complicated financial markets have unleashed a growing demand for individuals who can understand and design and trade complex as well as routine securities for financial institutions, investment management firms, investment banking companies and multinational corporations.

To meet this demand, Ashland University opened the Conard Foundation Center for Financial Education in January 2004 to prepare students for careers in the investment management and corporate finance fields. This program is unique in that it is the only undergraduate finance program that includes detailed study of classical and current financial theory, "real time" management of a portion of the University's



Endowment, and study for the NASD Series 7 (stock broker licensing) examination.

The Conard Center features state-of-the-art technology which is essential for preparing finance students for the increasingly electronic global capital and money markets that are shaping business decisions.

Ashland has created this real-life trading environment which functions as a classroom as well as a laboratory facility. Through a large screen television featuring access to live coverage of MSNBC and CNBC, a streaming ticker which provides current security prices, and dual flat-panel monitors which enable access to sophisticated Internet web sites, students experience the challenges of an actual trading environment, real time market information, and a vast amount of research data. The student workstations include computers with software for simulated trading, settlement, analytics, asset pricing, portfolio management, technical research and analysis, and derivative pricing.

## The Eagle Investment Group

Over the past several years, Ashland University's Dauch College of Business and Economics has developed a unique emphasis on experiential learning. One example of this is the College's finance students who comprise the Eagle Investment Group.

These students are registered in a two semester senior-level investment portfolio management course that provides them with hands-on experience in managing a securities portfolio. The Eagle Investment Group manages approximately \$400,000 of the University's

Endowment with an average return of 12.02 percent over the most recent six-year period as compared to an average return of 7.9 percent on the S&P 500 during the same time period. Since the establishment of the Eagle Investment Group, Dr. Tom Harvey has been the professor for the course, guiding students with investment advice and strategic insights and proctoring their study for the NASD Series 7 examination. In 2006, the Eagle Investment Group portfolio returned 22.35 percent, outperforming the S&P 500 return of 19.5 percent. Since 2003, and the collapse of the technology sector, the Eagle Investment Group has returned 117.0 percent.

Each year, the Eagle Investment Group takes a trip to New York where the students visit the New York Stock Exchange, the Federal Reserve Bank, and the United Nations. In addition, they also visit with our corporate partners such as New York Life, MetLife, AXA Advisors and Smith Barney, where they spend time on an actual trading floor.

## Campus Involvement

The Eagle Investment Group is also involved in other activities that broaden the students' educational experience. Each fall, the Group's alumni return to Ashland to hear a formal presentation by the current members on the performance of the portfolio. Further, the students conduct a program called a "Walk Down Wall Street" for high school students who want to learn about the stock market and investment management. Finally, the students participate in a "Business Scholars Day," which is designed to acquaint high school juniors with the Conard Foundation Center for Financial Education.



**“We take good quality students and prepare them for productive careers in the world of finance. It is our mission to graduate financial professionals who can, without a doubt, walk down Wall Street with anyone.”**

**DR. TOM HARVEY**

*Assistant Professor of Finance and Director of the Conard Foundation Center for Financial Education*



### The Curriculum

Ashland University's major in Finance enables students to obtain knowledge in corporate finance, financial policy and strategy, security analysis, personal asset management, investment portfolio management, money and banking, risk management, and global finance. The number of students in the major has increased by more than 200 percent in the past five years and our graduation rate is one of the highest on campus. The most recent graduates have been placed in prominent positions with Edward D. Jones, AXA Advisors, MetLife, Mercer, KeyCorp, Charles Schwab, A.G. Edwards, National City, Westfield Group, Wells Fargo and the Federal Deposit Insurance Corporation.

The students have the opportunity to study the financial and investment theories of Graham and Dodd, Markowitz, Malkiel, Lynch, and Williams and then apply these theories to the current situation in the market. In addition, they learn the discipline of fundamental analysis and technical analysis in order to have a broad and comprehensive understanding of investment portfolio management.

The curriculum's Investment Track is designed to enable students to become licensed and to participate in the capital and money markets faster than any other undergraduate program in the country. The track features situational trading and investment portfolio management as the students move in and out of various equity and fixed income securities, mutual funds, and REITs.

Students put theory into practice with real-time data feeds and an equity valuation software as they practice the art and science of financial risk management. In the process, their understanding of these markets becomes second-nature as they become financial professionals who can "walk down Wall St. with anyone."

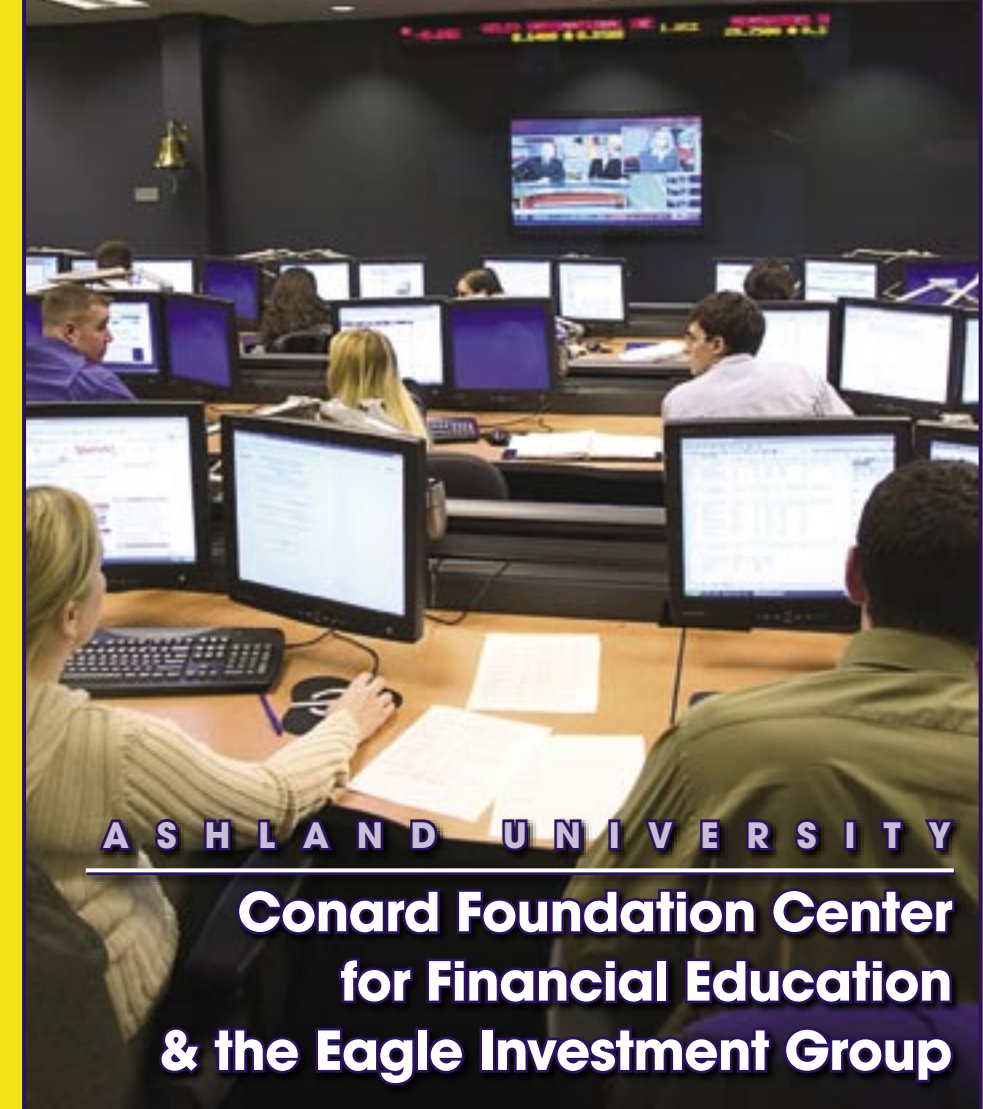


**Ashland University**

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A S H L A N D

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A S H L A N D U N I V E R S I T Y

**Conard Foundation Center  
for Financial Education  
& the Eagle Investment Group**