2010 Curriculum

BNY MELLON
ASSET MANAGEMENT

Investment and Market Trends

A World of Opportunity
Makes the case for a global investment approach — and how Dreyfus can fit into such an approach.

Why Be in the Market?
Looks at the current market environment, the causes of the financial crisis, and what can be learned from previous recessionary periods. It also discusses what investors can do now to help them achieve their financial goals.

The Search for Alpha
Explores recent trends in portfolio modeling and demonstrates how alternative investments may boost portfolio performance without adding undue risk.

Learning from the Meltdown
BNY Mellon Senior Market Strategist Robert Jaeger examines the 2008–09 financial crisis, including some valuable lessons investors can draw from this experience.

Retirement Themes

Your Successful 401(k) Franchise
Helps financial professionals with a well-established DC practice to identify vulnerability. Includes essential techniques for client service and retention.

The Changing Retirement Landscape
Reviews the most recent changes impacting qualified retirement plans and how they can be leveraged to increase business.

Collective Wisdom on Collective Trusts
Examines the changing dynamics and pricing pressures within the retirement market and the resulting growth of collective investment trusts.

Choosing Defined Contribution Investment Options
Focuses on choosing investment options for defined contribution plans and covers four important topics: DC investment option basics, evaluating DC investment options, qualified default investment options and fees related to investment options in DC plans.

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