

Fall 2018
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FIN 402
Investment Analysis

Office: WALL 101D
Office Hours:
MWF 9-10am, 2-3pm

Mission: The mission of the E. Craig Wall Sr. College of Business Administration is to educate each student to develop marketable skills for a successful career in a globally competitive and diverse environment.

To support the mission:

1. We will educate students in critical thinking, communication, and professionalism through applied and experiential learning using a variety of teaching techniques and innovative technologies.
2. We will develop, maintain, and utilize a curriculum that integrates business functions to provide students with a connected understanding of business.
3. We will develop our intellectual capital by creating a portfolio of diversified intellectual contributions in applied, basic/discovery, integrative/interdisciplinary, and pedagogical (teaching and learning) scholarship.
4. We will provide service to the larger community that applies and develops faculty expertise that, in turn, expands and enhances the opportunities for students through cooperative research, internships, or improved course and curriculum design.

Vision: The E. Craig Wall Sr. College of Business Administration at Coastal Carolina University provides high quality undergraduate and master's level business programs that serve predominantly the Eastern United States.

REQUIRED TEXT: Marvin Keene. *SIE Ace*, 1st edition, Pinpoint Global. (www.sieace.com)

Zvi Bodie, Alex Kane, and Alan J. Marcus. *Essentials of Investments*, 10th edition, McGraw-Hill/Irwin.

FINANCIAL CALCULATOR: A financial calculator is required for this course, preferably the Texas Instruments BAII PLUS or the Hewlett Packard 10-B.

COURSE OBJECTIVES: The primary objectives of this course are to develop an understanding of financial theory and techniques for overall investment analysis. The course will cover conceptual and analytical frameworks for formulating investment policies and analyzing securities.

GRADING FORMAT and POLICY: There will be five exams weighted equally worth 75% of your grade. Exams may consist of multiple choice, short answer and true/false questions and are closed book. There will be chapter quizzes that will be worth 15% of your grade. Industry presentations and paper will be worth 10% of your grade.

HOMEWORK: Homework will not be collected but is strongly recommended.
(<http://connect.mheducation.com/class/m-keene-fall-2018-2>)

MAKE-UP EXAMS WILL ONLY BE GIVEN IN EXTREME CIRCUMSTANCES. If a student misses a test due to a UNIVERSITY APPROVED excuse, a written excuse must be brought in within two days of the missed exam. An excused missed exam will result in a make-up test given at the discretion of the professor. A second missed exam will result in an automatic zero. Any unexcused missed exam will also result in a zero to be averaged into the final course grade.

REQUIRED SKILLS: The course will require a large amount of reading from the text. The course content includes terms and definitions, concepts, mathematical calculations, communication, problem solving, and analytical skills. You need to be able to memorize terms and definitions. You will need to manage your time effectively – this is a time consuming course. You will need skills in algebra and calculus.

Students with disabilities needing academic accommodations must register with the Office of Disability Services (349-2305) and bring a letter indicating you need academic accommodations. This must be done the first week of class.

The Code of Student Conduct applies in this class. The Code of Student Conduct is published in the CCU Student Handbook.

ATTENDANCE POLICY: Attendance is not a part of your course grade, however, I strongly encourage you to attend all classes.

STUDENT LEARNING OUTCOMES:

After successfully completing this course, a student should be able to:

1. Demonstrate how to create and implement a comprehensive investment analysis.
2. Describe financial techniques used in investment analysis.
3. Evaluate an investment plan and its objectives.

COURSE OUTLINE:	Essentials of Investment	SIE Ace
Topic	Chapter	Module
<u>ELEMENTS OF INVESTMENTS (EXAM 1)</u>		
Investments: Background and Issues	1	1
Asset Classes and Financial Instruments & Mutual Funds and Other Investment Companies	2 & 4	2
Securities Markets	3	3
Overview of the Regulatory Framework	-	4
<u>PORTFOLIO THEORY (EXAM 2)</u>		
Risk and Return: Past and Prologue	5	
Efficient Diversification	6	
Capital Asset Pricing and Arbitrage Pricing Theory	7	
The Efficient Market Hypothesis	8	
Behavioral Finance and Technical Analysis	9	
<u>DEBT SECURITIES (EXAM 3)</u>		
Bond Prices and Yields	10	
Managing Bond Portfolios	11	
<u>SECURITY ANALYSIS (EXAM 4)</u>		
Macroeconomic and Industry Analysis	12	
Equity Valuation	13	
Financial Statement Analysis	14	
<u>DERIVATIVE MARKETS (EXAM 5)</u>		
Option Markets	15	
Option Valuation	16	
Futures Markets and Risk Management	17	