

Administrative Unit:	Business Administration Department
Course Prefix and Number:	FINC 354
Course Title:	Investments
Number of: Credit Hours:	<u> 3 </u> Lecture Hours: <u> 3 </u> Laboratory Hours: <u> 0 </u>
Catalog Description:	An introductory investment course designed to teach students how to make personal investing decisions for their own investment portfolio with special consideration given to the management of employer-sponsored retirement plans.
Prerequisite(s)/Corequisite(s):	ACCT 281 or instructor's permission.
Text(s):	<p>The following is a list of recommended textbooks. Comparable textbooks may be selected by individual instructors.</p> <p>Most current editions of the following:</p> <p>Hirt and Block. <i>Fundamentals of Investment Management</i>. Irwin/McGraw Hill.</p> <p>Gitman and Joehnk. <i>Fundamentals of Investing</i>. Addison-Wesley.</p> <p>Bodie, Kane, & Marcus. <i>Essentials of Investments</i>. Irwin/McGraw Hill.</p> <p>Mayo. <i>Investments: An Introduction</i>. South-Western College.</p> <p>Corrado & Jordan. <i>Fundamentals of Investments</i>. McGraw-Hill.</p>
Course Objectives:	<ul style="list-style-type: none"> • To introduce the subject of investing and how the securities markets work. • To identify key sources of risk and how they may affect potential investment vehicles. • To describe the weak, semi-strong, and strong versions of the efficient market hypothesis. • To differentiate between fundamental and technical analysis. • To demonstrate fundamental stock analysis including economic, industry, and financial statement analysis. • To explain how fixed-income investments and mutual funds should be evaluated. • To identify and evaluate stock and bond trading strategies. • To explain how investment managers are evaluated.

Measurable Learning Outcomes:

- Explain the investment process and types of investors.
- Identify the basic types of securities markets and describe how each functions.
- Explain the characteristics, interpretation, and uses of commonly cited stock and bond market averages and indexes.
- Explain the concept of return, its components, and the forces that affect the investor's level of return.
- Explain fundamental stock analysis and efficient market anomalies.
- Explain the approaches to technical analysis, including Dow Theory, moving averages, and charting and fundamental anomalies.
- Explain the basic investment characteristics of bonds and their use as an investment vehicle.
- Explain the advantages and disadvantages of investing in common stock securities, including their risk and return characteristics.
- Critique the advantages and disadvantages of investing in fixed-income securities, including their risk and return characteristics.
- Explain the concept of duration and how it can be used in the management of bond portfolios.
- Critique the methods and benefits of international diversification.
- Explain the basic features of mutual funds and what they have to offer as investment vehicles.
- Explain market timing and dollar-cost averaging strategies.

Topical Outline (major areas of coverage):

- Investments and the Investment Process
- Security Markets
- Risk and Return
- Efficient Market Hypothesis
- Technical and Fundamental Analysis
- Investing in Common Stocks
- Investing in Fixed-Income Securities
- Investing in Mutual Funds
- Portfolio Management

All Business Administration courses include a written and oral presentation component.

Recommended maximum class size for this course: 25

Library Resources:

Online databases are available at <http://www.ccis.edu/offices/library/resources.asp>. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Sally Wells

Name

Signature

Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course's subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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