Course Syllabus

Jump to Today



(https://swu.instructure.com/courses/2972629/files/17956067 download_frd=1)



FINC 4753

Investment & Portfolio Management

Course Description

This course introduces the basic tools of investment analysis and integrates these with the actual operations of investments and portfolio construction. Topics include risk, return, valuation of securities, portfolio theory and investment performance analysis.

Course Prerequisites

FINC 3713 - Derivatives

Required Materials

Smart & Zutter. Fundamentals of Investing (14th ed.). New York: Pearson.

ISBN: 9780135179307

ISBN: 9780135175217

MyLab Finance Student Access Code.

Microsoft Excel software (preferably 2010 or later edition).

Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

Program Learning Outcomes

Students completing the Bachelor of Science (BS) in Business Administration are expected to:

- Business Communication: Become effective in both oral and written communication.
- Teamwork and Collaboration: Demonstrate leadership in effective collaboration, interacting and contributing as a team member to meet stated goals.
- Social and Corporate Responsibility: Exercise the ability to articulate the impact of corporate social responsibility for business and society.
- Ethics and Christian Servant Leadership: Model a clear perception of business ethics based on Christian principles and utilize leadership skills that reflect Christian servant leadership principles.
- Problem-Solving and Decision Making: Apply critical thinking skills to identify and solve problems
 using various analytical tools and technology.

Course Learning Outcomes

By the end of the course, each student will be able to do the following:

- Discuss the basic portfolio theories and their implications for portfolio construction and management
- Apply the principles of modern portfolio theory and the effect of diversification on investment portfolios.
- Analyze historical and expected returns, as well as risk measures and comprehend the importance
 of the risk-

return relationship.

- · Build strategies to invest in different types of financial instruments
- Measure and evaluate portfolio performance and understand the key features of futures and options and how

they can be used to manage the risk of the portfolio.

Course Learning Assignments and Assessments Grading

Devotional	2%
Concept Review Questions	8%
Homework Assignments (Online Lab)	20%
Excel Projects (Online Lab)	15%
Case Problems	40%
Article Review	15%
Total	100%

Devotional - 2%

Each week there will be a devotional for students to share their thoughts on the week's devotional.

- Students can read any day's devotional during the week from the link provided in Canvas; Students
 can do the devotional every day.
- Posting is due Sunday.
- Identify the date of the devotional and title before you share your devotional.
- Do not write just one or two sentences.
- Initial Posting is due Thursday(11:59pm), and at least 1 response to other initial posting is due Sunday(11:59pm)
- No credits after Sunday

Too short devotional will cause deductions

Concept Review Questions – 8%

Each week (except for week 4, 9 and 15), each student will answer his/her own answer to the question with or without resources (citation required if used). The purpose of this assignment is for students to read the text and understand key concepts of the chapter. Students do not have to respond to other answers and it is due by Thursdays.

Homework Assignment – 20%

This assignment is practical problem-solving exercises that cover the core contents of the material covered in the appropriate sections of the course, and test the students' conceptual, mathematical, and graphical understanding of the material. Their aims are

- 1. To assess students' understanding of the practical implications and applications of the key concepts and methods covered by the week's topic(s).
- 2. To accesses students' ability to use the key concepts and methods to model and solve management problems.
- 3. To assess the students' ability to apply these concepts independently.

Excel Projects - 15%

This assignment is practical problem-solving exercises using MS-Excel to cover computational understanding of the material. The purpose of this assignment is to access students' ability to use MS-Excel to solve problems associated with the week's topic. Not available every Session.

Case Problems - 40%

There are three Case Problems in Session 4, 9 and 15. These case problems required use of MS-Excel and students are required to complete and submit the assignments.

** Detail information is provided in Canvas

Article Review - 15%

There is one article review in Session 4, 9 and 15. The articles are related to the chapters covered in previous Session. The purpose of the assignment is higher level of understanding on the tonic https://swu.instructure.com/courses/2972629/assignments/syllabus

previous session. The purpose of the assignment is migher level of understanding on the topic.

GRADE EQUIVALENCY TABLE

All grades are reported in a system of eleven letter grades designated as "A" through "F" with appropriate plus and minus additions reflecting the following scheme:

Percentage Value	Letter Grade	Numeric Value for GPA
93-100	А	4.0
90-92	A-	3.7
86-89	B+	3.4
83-85	В	3.0
80-82	B-	2.7
76-79	C+	2.4
73-75	С	2.0
70-72	C-	1.7
65-69	D+	1.4
60-64	D	1.0
<60	F	0.0

^{**} All assignment grades and feedbacks for each Session will be available by the following Sunday.

Course Policies

Attendance Policy

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each session. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

Late Assignment Policy

Assignments

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified. Students can expect a 20% reduction of their grade for each day an assignment is late. Students who submit assignments more than four days late will receive a grade of zero on the assignment.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the late penalty if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

Discussions

Students must submit discussion board postings during the time frame indicated. Discussion board submissions will not be accepted for credit after the deadline.

Communication

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

Technology Requirements

To be successful in this course, all participants are expected to ensure their technology equipment meets the <u>recommendations</u> (http://www.swu.edu/about-swu/technology-services/computer-recommendations/) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to helpdesk@swu.edu or call 864.644.5050.

Academic Honesty

Honesty in all matters - including honesty in academic endeavors - is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly. Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow the procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (*Academic Honesty*).

Accommodations for Students with Disabilities

Students can be assured of reasonable academic accommodations based on appropriate documentation as well as confidentiality in all matters of documentation and educational record.

Southern Wesleyan University is committed to creating a learning environment that meets the needs of its diverse student body without barriers to learning.

Tutoring, Writing Coaches, and Success Coaches

Peer tutoring is available for many SWU courses by advance appointment in the Student Success Center (2nd floor of Rickman Library in 225) or online. Drop-in appointments are also welcome as available.

Peer writing coaches are available in the Writing Center (inside the Student Success Center) or online by advance appointment. Students can submit their writing for review ahead of time. Drop-in appointments are also welcome as available.

Success coaches, who help with academic skills and connection to the SWU community, are also

available in the Student Success Center by advance appointment. Drop-in appointments are also welcome as available.

Sign up here: <u>swu.mywconline.com/</u>)

Session One

Learning Outcomes	Assignments/Assessments
Each student will be able to	
 Review the concept of return, its components, the forces that affect the level of return, and historical returns. Discuss the role of the time value of money in measuring return and defining a satisfactory investment. 	 Read Ch. 4 in the Text. Study examples in the Text.
 Describe real, risk-free, and required returns and the calculation and application of holding period return. Explain the concept and the calculation of an internal rate of return and how to find growth rates. 	 Participate in the following Session Discussion Forum(s): Devotional Concept Review Questions
 Discuss the key sources of risk that might affect potential investments. Understand the risk of a single asset, risk assessment, and the steps that combine return and risk 	Prepare and submit Homework Assignment and Excel Project on Pearson MyLab Finance.

Session Two

Learning Outcomes	Assignments/Assessments

Each student will be able to

- Understand portfolio objectives and the procedures used to calculate portfolio return and standard deviation.
- Discuss the concepts of correlation and diversification and the key aspects of international diversification.
- Describe the components of risk and the use of beta to measure risk.
- Explain the capital asset pricing model (CAPM) conceptually, mathematically, and graphically.
- Review the traditional and modern approaches to portfolio management.
- Describe portfolio betas, the risk-return tradeoff, and reconciliation of the two approaches to portfolio management.

Each student will

- Read Ch. 5 in the Text.
- Study examples in the Text.
- **Participate** in the following Session Discussion Forum(s):
- Devotional
- o Concept Review Questions
- Prepare and submit Homework
 Assignment and Excel Project on Pearson
 MyLab Finance.

Session Three

Learning Outcomes Assignments/Assessments Each student will be able to Each student will Read Ch. 6 in the Text. Explain the investment appeal of common stocks and why individuals like to invest in them. **Study** examples in the Text. Describe stock returns from a historical perspective and understand how current returns measure up to historical standards of Participate in the following Session Discussion Forum(s): performance. Discuss the basic features of common Devotional stocks, including issue characteristics, stock Concept Review Questions

quotations, and transaction costs.

- Understand the different kinds of common stock values.
- Discuss common stock dividends, types of dividends, and dividend reinvestment plans.
- Describe various types of common stocks, including foreign stocks, and note how stocks can be used as investments.

Prepare and submit Homework
 Assignment on Pearson MyLab Finance.

Session Four

Learning Outcomes Assignments/Assessments Each student will Case 4.1: This case introduces the student to the concepts of opportunity cost Participate in the following Session and required rate of return. It further requires Discussion Forum(s): students to compute present values and select investments using the "reasonable return" o Devotional approach discussed in the chapter. Case 4.2: This case requires students to review and apply the concept of the risk-return tradeoff. Prepare and submit Case Problem 4.1 Case 6.1: The purpose of this case is to provide the student with the opportunity to Case Problem 4.2 identify investment needs, establish Case Problem 6.1 investment goals, and design an investment program.

Session Five

Learning Outcomes	Assignments/Assessments
Each student will be able to	Each student will
Discuss the security analysis process, including its goals and functions.	• Read Ch. 7 in the Text.
 Understand the purpose and contributions of economic analysis. Describe industry analysis and note how 	Study examples in the Text.
investors use it.	Participate in the following Session
Demonstrate a basic appreciation of	Discussion Forum(s):
fundamental analysis and why it is used. • Calculate a variety of financial ratios and	o Devotional
describe how analysts use financial statement analysis to gauge the financial vitality of a company.	o Concept Review Questions
Use various financial measures to assess	Prepare and submit Homework
a company's performance and explain how	-
the insights derived form the basic input	MyLab Finance.
for the valuation process	•

Session Six

Learning Outcomes	Assignments/Assessments
Each student will be able to	Each student will
Explain the role that a company's future plays in the stock valuation process.	Read Ch. 8 in the Text.
 Develop a forecast of a stock's expected cash flow, starting with corporate sales and earnings and then moving to expected 	Study examples in the Text.
dividends and share price.	Participate in the following Session Discussion Forum(s):

- Discuss the concepts of intrinsic value and required rates of return and note how they o Devotional are used.
- Determine the underlying value of a stock using the zero-growth, constant-growth, and variable-growth dividend valuation models.
- Use other types of present value-based models to derive the value of a stock as well as alternative price-relative procedures.
- Understand the procedures used to value different types of stocks, from traditional dividend-paying shares to more growthoriented stocks.

- **Concept Review Questions**
- **Prepare and submit** Homework Assignment and Excel Project on Pearson MyLab Finance.

Session Seven

Learning Outcomes Assignments/Assessments Each student will be able to Each student will Describe the characteristics of an Read Ch. 9 in the Text. efficient market, explain what market anomalies are, and note some of the challenges that investors face when markets **Study** examples in the Text. are efficient. Summarize evidence that indicates that Participate in the following Session the stock market is efficient. Discussion Forum(s): List four "decision traps" that may lead o Devotional investors to make systematic errors in their investment decisions. o Concept Review Questions Explain how behavioral finance links market anomalies to investors' cognitive **Prepare and submit** Homework biases. Assignment on Pearson MyLab Finance

- Describe some of the approaches to technical analysis, including, among others, moving averages, charting, and various indicators of the technical condition of the market.
- Compute and use technical trading rules for individual stocks and the market as a whole.

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Session Eight

Learning Outcomes Assignments/Assessments Each student will be able to Each student will Read Ch. 10 in the Text. Explain the basic investment attributes of bonds and their use as investments. Describe the essential features of a **Study** examples in the Text. bond, note the role that bond ratings play in the market, and distinguish among different types of call, refunding, and sinking fund Participate in the following Session provisions. Discussion Forum(s): Explain how bond prices are quoted in Devotional the market and why some bonds are more volatile than others. Concept Review Questions Identify the different types of bonds and the kinds of investment objectives these **Prepare and submit** Homework securities can fulfill. Assignment on Pearson MyLab Finance. Discuss the global nature of the bond market and the difference between dollar-

denominated and non-dollar-denominated

foreign bonds.

Describe the basic features and characteristics of convertible securities and measure the value of a convertible security.

Session Nine

Learning Outcomes	Assignments/Assessments
 Case 7.1: The objective of this case is to have students calculate and interpret ratios as part of the fundamental analysis of a firm. Case 7.2: This case allows the student to experience the three steps of security analysis. 	 Participate in the following Session Discussion Forum(s): Devotional
case 8.2: This case enables the student to generate future earnings and per share performance; in addition, the student is asked to use the forecasts in establishing an intrinsic value for the stock and in making an investment decision. Finally, the student is given some recent price information and asked to do some charting and to consider the role of technical analysis in the investment decision.	 Prepare and submit Case Problem 7.1 Case Problem 7.2 Case Problem 8.2

Session Ten

Learning Outcomes	Assignments/Assessments
Each student will be able to	
Evaluin the helpovier of market interest	Each student will

rates and identify the forces that cause interest rates to change.

Explain the penavior of market interest

- Describe the term structure of interest rates and note how investors can use yield curves.
- Understand how investors value bonds in the marketplace.
- Describe the various measures of yield or return and explain how investors use these standards of performance to value bonds.
- Understand the basic concept of duration, how it can be measured, and its use in the management of bond portfolios.
- Discuss various bond investment strategies and the different ways investors can use these securities.

- Read Ch. 11 in the Text.
- Study examples in the Text.
- Participate in the following Session
 Discussion Forum(s):
- o Devotional
- Concept Review Questions
- Prepare and submit Homework
 Assignment and Excel Project on Pearson
 MyLab Finance.

Session Eleven

Learning Outcomes Assignments/Assessments Each student will be able to Each student will Describe the basic features of mutual Read Ch. 12 in the Text. funds and note what they have to offer as investments. **Study** examples in the Text. Distinguish between open- and closedend funds, exchange-traded funds, and other types of professionally managed investment Participate in the following Session Discussion Forum(s): companies and discuss the various types of fund loads, fees, and charges. Devotional Discuss the types of funds available and Concept Review Questions

the variety of investment objectives these funds seek to fulfill.

- Discuss the investor services offered by mutual funds and how these services can fit into an investment program.
- Describe the investor uses of mutual funds along with the variables to consider when assessing and selecting funds for investment purposes.
- · Identify the sources of return and compute the rate of return earned on a mutual fund investment.

• **Prepare and submit** Homework Assignment on Pearson MyLab Finance.

Session Twelve

Learning Outcomes	Assignments/Assessments
Each student will be able to	Each student will
Explain how to use an asset allocation scheme to construct a portfolio consistent with	Read Ch. 13 in the Text.
investor objectives.Discuss the data and indexes needed to measure and compare investment	Study examples in the Text.
performance.	Participate in the following Session
· Understand the techniques used to	Discussion Forum(s):
measure income, capital gains, and total portfolio return.	o Devotional
 Use the Sharpe, Treynor, and Jensen measures to compare a portfolio's return with 	o Concept Review Questions
a risk-adjusted, market-adjusted rate of return	Prepare and submit Homework
and discuss portfolio revision.	Assignment on Pearson MyLab Finance.
 Describe the role and logic of dollar-cost averaging, constant-dollar plans, constant- 	

ratio plans, and variable-ratio plans.

 Explain the role of limit and stop-loss orders in investment timing, warehousing liquidity, and timing investment sales.

Session Thirteen

Learning Outcomes Assignments/Assessments Each student will be able to Each student will Read Ch. 14 in the Text. Discuss the basic nature of options in general and puts and calls in particular and understand how these investments work. **Study** examples in the Text. Describe the options market and note key options provisions, including strike prices and expiration dates. Participate in the following Session Discussion Forum(s): Explain how put and call options are valued and the forces that drive option prices Devotional in the marketplace. **Concept Review Questions** Describe the potential profit or loss associated with buying put or call options and discuss some put or call investment **Prepare and submit Homework** strategies. Assignment and Excel Project on Pearson Explain the potential profit or loss MyLab Finance. associated with writing put or call options and discuss how writing options can be used as a strategy for enhancing investment returns. Describe market index options, puts and calls on foreign currencies, and LEAPS and discuss how these securities can be used by investors.

Session Fourteen

Learning Outcomes	Assignments/Assessments
Each student will be able to	
 Describe the essential features of a futures contract and explain how the futures market operates. 	Each student will
Explain the role that hedgers and	• Read Ch. 15 in the Text.
speculators play in the futures market, including how profits are made and lost.	Study examples in the Text.
Describe the commodities segment of the futures market and the basic	
characteristics of these investments.	• Participate in the following Session Discussion Forum(s):
Discuss the trading strategies investors can use with commodities and explain how	o Devotional
investment returns are measured.	o Concept Review Questions
Explain the difference between a physical commodity and a financial future and discuss the growing role of financial futures in the market today.	 Prepare and submit Homework Assignment on Pearson MyLab Finance.
Discuss the trading techniques that can be used with financial futures and note how these securities can be used in conjunction with other investments.	

Session Fifteen

Learning Outcomes	Assignments/Assessments
Case 11.2: This case requires students to evaluate the bond duration and apply	Each student will

immunization

- case 13.1: This case gives the student an opportunity to compute the holding period return (HPR) for several investments. The student must recognize that the risk of a particular investment will affect the assessment of its actual performance. To this end, the student is required to use Jensen's measure (alpha), which uses portfolio beta to measure risk and the CAPM to adjust for market return, and then draw conclusions.
- Case 14.2: This case illustrates a basic option strategy, hedging. Students review the hedging process and then analyze the costs and benefits of a specific hedging situation.

- Participate in the following Session
 Discussion Forum(s):
- Devotional
- Prepare and submit
- Case Problem 11.2
- Case Problem 13.1
- Case Problem 14.2

Course Summary:

Details

Cases 1
(https://swu.instructure.com/courses/2972629/assignments/28153030)

Cases 2
(https://swu.instructure.com/courses/2972629/assignments/28153044)

Cases 3
(https://swu.instructure.com/courses/2972629/assignments/28153047)

Chapter 10 Concept Review
(https://swu.instructure.com/courses/2972629/assignments/28024136)

(https://swu.instructure.com/courses/2972629/assignments/27633694)

Assignments

^{*} The instructor reserves the right to modify this syllabus at any time. Such changes will be announced during class meetings.

P Chapter 11 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024144)

Chapter 11 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633717)

Chapter 11 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633692)

□ Chapter 12 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024158)

Chapter 12 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633689)

Chapter 13 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024197)

P Chapter 13 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633691)

Chapter 14 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024199)

Chapter 14 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633688)

Chapter 14 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633704)

Chapter 15 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024202)

Chapter 15 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633702)

Chapter 4 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024052)

Chapter 4 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633701)

Chapter 4 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633705)

Chapter 5 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024053)

Chapter 5 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633740)

P Chapter 5 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633713)

□ Chapter 6 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024060)

Chapter 6 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633712)

Chapter 7 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024064)

Chapter 7 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633718)

Chapter 7 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633715)

Chapter 8 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024078)

□ Chapter 8 Excel Projects

(https://swu.instructure.com/courses/2972629/assignments/27633725)

Chapter 8 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633758)

Chapter 9 Concept Review

(https://swu.instructure.com/courses/2972629/assignments/28024084)

Chapter 9 Homework

Assignments

(https://swu.instructure.com/courses/2972629/assignments/27633677)

Portfolio Diversification

(https://swu.instructure.com/courses/2972629/assignments/28125513)

Risk and Return

(https://swu.instructure.com/courses/2972629/assignments/28125486)

Session 1 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024212)

Session 10 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024228)

Session 11 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024229)

Session 12 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024231)

Session 13 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024233)

Session 14 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024235)

Session 15 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024237)

Session 2 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024214)

Session 3 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024215)

Session 4 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024219)

Session 5 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024221)

Session 6 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024222)

Session 7 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024223)

Session 8 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024224)

Session 9 Devotional

(https://swu.instructure.com/courses/2972629/assignments/28024226)

Stock Analysis

(https://swu.instructure.com/courses/2972629/assignments/28125512)