

# BUSFIN 4221: Investments

## Spring 2019

### Course Information:

Instructor: Brad Cannon

Email: Cannon.270@osu.edu

Office: 810 Fisher Hall

Office Hours: TuTh 12:30-2:00 p.m. (or by appointment)

Class: TuTh 2:20-3:40 p.m. Gerlach Hall 375

### Course Description:

This course is designed to help students learn the principles of investment and prepare to make sound investment decisions. The course will begin with an introduction to financial markets, followed by basic theories about investment portfolios and valuation techniques. Current events will be emphasized to help students draw a connection between in-class material and the real world.

Prerequisites: BUSFIN 3220 (Business Finance), BUSMGT 2320 (Statistical Techniques), BUSMGT 2321 (Business Analytics), BUSMHR 2292 (Business Skills & Environment)

### Text and Materials (Required):

*Essentials of Investments*, 10<sup>th</sup> edition, by Bodie, Kane, and Marcus

*The Wall Street Journal*

<http://r.wsj.net/lZtD7> 15 weeks

[www.wsj.com/studentoffer](http://www.wsj.com/studentoffer) \$10 per month

### Course Schedule

The following schedule is tentative and will change based on the progression of the class.

Date	Topic	Reading	Other
1/8 (Tu)	Introduction	Ch 1	
1/10 (Th)	Introduction	Ch 1	
1/15 (Tu)	Asset Classes & Financial Instruments	Ch 2	
1/17 (Th)	Asset Classes & Financial Instruments	Ch 2	Assignment 1, Quiz 1
1/22 (Tu)	Securities Markets	Ch 3	
1/24 (Th)	Securities Markets	Ch 3	<b>Begin Stock Project</b>
1/29 (Tu)	ETFs & Mutual Funds	Ch 4	
1/31 (Th)	ETFs & Mutual Funds	Ch 4	Assignment 2, Quiz 2

2/5 (Tu)	Risk and Return	Ch 5	
2/7 (Th)	Risk and Return	Ch 5	
2/12 (Tu)			<b>Exam 1</b>
2/14 (Th)	Efficient Diversification	Ch 6	
2/19 (Tu)	Efficient Diversification	Ch 6	Assignment 3, Quiz 3
2/21 (Th)	Capital Asset Pricing Model	Ch 7	
2/26 (Tu)	Arbitrage Pricing Theory	Ch 7	
2/28 (Th)	The Efficient Market Hypothesis	Ch 8	
3/5 (Tu)	The Efficient Market Hypothesis	Ch 8	Assignment 4, Quiz 4
3/7 (Th)	Behavioral Finance	Ch 9	
<b>Spring Break</b>			
3/19 (Tu)	Behavioral Finance	Ch 9	
3/21 (Th)	Macroeconomic and Industry Analysis	Ch 12	Assignment 5, Quiz 5
3/26 (Tu)			<b>Exam 2</b>
3/28 (Th)	Macroeconomic and Industry Analysis	Ch 12	
4/2 (Tu)	Equity Valuation	Ch 13	
4/4 (Th)	Equity Valuation	Ch 13	
4/9 (Tu)	Bond Prices and Yields	Ch 10	Assignment 6, Quiz 6
4/11 (Th)	Bond Prices and Yields	Ch 10	<b>Stock Project Due at Beginning of Class</b>
4/16 (Tu)	Managing Bond Portfolios	Ch 11	
4/18 (Th)	Managing Bond Portfolios	Ch 11	Assignment 7, Quiz 7
4/24 (Wed)			<b>Final Exam (2:00 p.m.)</b>

### Grading

Assignments	10%
Quizzes (5% each with lowest score dropped)	15%
News Article	10%
Stock Trading Project	15%
Exams (25% each with lowest score dropped)	50%

**Assignments:** Assignments are due at the beginning of class on the dates listed on the course schedule, with a 15% penalty for each calendar day turned in late. Assignments are designed to ensure that students are keeping up with the course material and may be done in groups of 1-4 people. Only one submission is required for each group.

**Quizzes:** Quizzes are closed book and will be given during the first ten minutes of class on the day that assignments are due. Quizzes will be based on the same material as the assignments. If a student understands an assignment well, then she or he should have no problem with the quiz. Absences from quizzes will only be excused for serious reasons and documented by an appropriately accredited professional (e.g. medical doctor).

**News Article:** As part of this course, students are expected to keep up with current developments in financial markets. In an effort to encourage students to do so, each student will be required to submit an article for the class to read on a specified date. Details related to this assignment will be found on Carmen at the beginning of the semester.

**Stock Trading Project:** This semester-long project will be conducted on the Think or Swim platform on TD Ameritrade U. The project will provide students a hands-on opportunity to apply investment principles learned in the course. Details about this assignment will be posted on Carmen early in the semester.

**Exams:** Exams are closed book. Absences from exams will only be excused for serious reasons and documented by an appropriately accredited professional (e.g. medical doctor).

### **Disability Services**

<http://www.slds.osu.edu>

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services (SLDS) to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

### **Academic Integrity**

<http://oaa.osu.edu/coam.html>

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow

the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

According to University Rule 3335-31-02, all suspected cases of academic misconduct will be reported to the Committee on Academic Misconduct. The sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. suspension or dismissal from the University.