Contact Information:

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Course Objective and Overview:

The class invests approximately $10 million for the University’s Endowment Fund in a practical, hands-on course setting. Students taking this class will learn about and experience financial decision-making from the real-world perspective of the institutional investor.

The course is designed for students who are either pursuing careers in the investment field or who simply have a keen interest in learning more about investments. The undergraduate prerequisites for this course are Business Finance 4212 (721), 4222 (722), 4260 (726), 4230 (723), 4201, and 4250. Not open to students with credit for 724. Students should have a basic understanding of accounting, corporate finance, economics, Modern Portfolio Theory, and statistics. **Students must take this class for a grade. Pass/Fail in not an option.**

Course Structure:

The class format will consist of class discussions and student presentations. The first several weeks of the course will provide the framework and process for the group presentations and stock research report.

The students will be assigned a stock and divided into sector teams. There are ten sectors in the S&P 500. Each sector team is responsible for tracking trends in its sector and for making a sector outlook presentation. Additionally, the teams will make a stock recommendation presentation. Students are responsible for all news flow regarding their assigned stock (and important sector-related news) throughout the quarter.

Please see the following website for information on The Student Investment Management Program: [www.buckeyefunds.com](http://www.buckeyefunds.com).

Revised 8/10/15
Grading:

The grading for the course consists of six parts:

1) Each sector team will present its sector outlook and recommendation to the class.

2) Each sector team will present its stock purchase(s)/sale(s) recommendations.

3) Participation is a vital portion of this class.
   a. At the beginning of each class, we discuss the previous week’s market-related events. Students should be ready to discuss the following: S&P500 performance for the week, top/bottom sector performers, key economic drivers for the week, and key news that drove the market/stocks for the week, and the assigned reading.
   b. Be prepared to speak during class. Students will be awarded for class participation.

4) Outside of the classroom preparation and attendance are vital to this class. In order to incentivize student preparation and attendance, there will be multiple pop-quizzes held throughout the quarter. Quiz questions may include:
   a. The previous week’s market-related events. Students should be aware of: S&P500 performance for the week, key economic and company-specific releases, and key news that drove the market/stocks for the week.
   b. The assigned readings.

While attendance is important, please don’t attend class if you are ill. Wilce Student Health Center has developed an online, self-reporting “Explanatory Statement for Absence from Class” that we will accept in the event of a health-related issue.

5) Six homework assignments will be collected during the quarter. These assignments will be directly applicable to your Final Report.

6) In lieu of a final exam, each student will write a report on the stock that he/she follows. The class’ top stock reports will be submitted for the Rosenfield Prize (http://fisher.osu.edu/fin/courses/sim/aboutsim/rosenfieldprize.html). The paper requirement is fairly intense…so start early.

Revised 8/10/15
The following formula will be used to determine the course grade.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Sector presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Company presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Homework</td>
<td>20%</td>
</tr>
<tr>
<td>Stock Report</td>
<td>40%</td>
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</tbody>
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**Reading Materials:**


*Optional:*


Students are expected to bring the reading materials to class, as they will be utilized and the readings discussed during the class lectures.

It is also recommended that students regularly read *The Wall Street Journal* and other financial publications.

**Course Policies:**

Seating Arrangements: To help the instructor keep track of class participation and to make it easier for you to interact with each other during discussions, he asks that you to sit in the same seat each day and to **bring your name card**. Additionally, it is recommended that you sit with your sector teams.

**Submitting the final paper late or not being prepared for an individual or group presentation is highly frowned upon and may result in a substantially reduced grade.**

Office Appointments: The instructor will be happy to set up meetings with students to discuss areas of concern and questions. He will be available before or after class on most occasions, but you can also set up additional appointments.

**Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.**

*Revised 8/10/15*
### Class Outline:

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Outline</th>
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</thead>
</table>
| 1     | 8/25 | Discussion: Introduction & Begin the Research Process  
Course overview-syllabus  
Finalize stock/group assignments  
Review Statement of Characteristics |
| 2     | 9/1  | Guest Speaker: TBD  
Students: Talk about the market and your stocks  
Discussion: Using multiples to value stock/sum-of-parts  
Read before class: *Expectations Investing: Chapters 1-4*  
Assignment due: Assignment #1  
Bloomberg U: Getting Started  
Equity Essentials |
| 3     | 9/8  | Guest Speaker: TBD  
Students: Talk about the market and your stocks  
Discussion: Forecasting the Income Statement  
Read before class: *Expectations Investing: Chapters 5-9*  
Assignment due: Assign #2 & Assign #6 (Acknowledgement of Bloomberg Training)  
Bloomberg U:  
Bloomberg News  
Market Monitors & Launchpad  
API (Bloomberg Data in Excel) |
| 4     | 9/15 | Guest Speaker: Chris Verone, Chief Technician, Strategas  
Students: Talk about the market and your stocks  
Discussion: Creating the DCF/Implied P/E  
Read before class: *Expectations Investing: Chapters 10-12*  
Assignment due: Assignment #3 |
| 5     | 9/22 | Guest Speaker: TBD  
Students: Talk about the market and your stocks  
Discussion: Price Targets  
Read before class: *SOPH: Chapters 1-3*  
Assignment due: Assignment #4 |
| 6     | 9/29 | Guest Speaker: TBD  
Students: Talk about the market and your stocks  
Read before class: *SOPH: Chapters 4-7* |
| 7     | 10/6 | Guest Speaker: TBD  
Students: Talk about the market and your stocks  
Discussion: Price targets  
Assignment due: Assignment #5 (#3 and #4 for second stock) |

**10/13 First Term Exams- No Class**

*Revised 8/10/15*
8 10/20 Students: Talk about the market and your stocks
  Discussion:
  Assignment due: All Final Price Targets to GA
  Sector Presentations: Healthcare
                     Technology
                     Industrials

9 10/27 Students: Talk about the market and your stocks
  Sector Presentations: Financials
                     Consumer Staples
                     Consumer Discretionary

10 11/3 Students: Talk about the market and your stocks
  Sector Presentations: Utilities
                    Telecom
                    Energy
                    Materials

11 11/10 Guest Speaker: Don Rissmiller, Chief Economist, Strategas
  Students: Talk about the market and your stocks
  Assignment due: Final Report due

12 11/17 Students: Talk about the market and your stocks
  Stock Presentations: Healthcare
                     Technology

13 11/24 Students: Talk about the market and your stocks
  Stock Presentations: Industrials
                     Financials

14 12/1 Students: Talk about the market and your stocks
  Stock Presentations: Consumer Staples
                     Consumer Discretionary
                     Utilities

15 12/8 Students: Talk about the market and your stocks
  Stock Presentations: Telecom
                     Energy
                     Materials

Finals Week Grade stock reports

Revised 8/10/15