



## Syllabus

### **SCHOOL OF BUSINESS AND MANAGEMENT** **FIN 543: Equity Markets and Debt Instrument Management**

3 Credits  
Effective: Summer 2015/2016

*Access to the Internet is required.  
All written assignments must be in Microsoft-Word-compatible formats.  
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

## **FACULTY**

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

## **COURSE DESCRIPTION**

This course takes a comprehensive look at how markets are organized and how trading occurs. It establishes a framework for understanding how existing markets are established, how trading occurs in them, and how they evolve over time. Students learn how the markets in securities and capital investments function, how to value a security, how to create and manage a portfolio, and the role of debt instruments in finance. Finally, the dynamics of behavioral finance, and its effect on trading and value, will be studied.

## **COURSE RESOURCES**

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

## **CITYU LEARNING GOALS**

This course supports the following City University learning goals:

- Professional competency and professional identity
- Critical thinking and information literacy

## **COURSE OUTCOMES**

In this course, learners:

- Compute a valuation and plan for a stock sale.
- Demonstrate the ability to make investment and trading decisions.
- Complete a portfolio analysis and, based on this analysis, make investment recommendations.
- Analyze fiscal and economic information to guide strategic financial decision making.

## **CORE CONCEPTS, KNOWLEDGE, AND SKILLS**

- How commercial paper is valued
- How investments are made and trading occurs
- How investments are valued.
- How the industry itself is organized and functions.

## OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

| <i>Overview of Required Assignments</i> | <i>Points</i> |
|---|---------------|
| Instructor Determine Assignment         | 100           |
| Portfolio Management                    | 300           |
| Detailed Financial Statement Analysis   | 300           |
| End of Course Comprehensive Evaluation  | 300           |
| <b>TOTAL</b>                            | <b>1,000</b>  |

## SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

### Instructor Determine Assignment

The instructor will provide additional instructions about specific activities, points possible for activities and grading criteria for specific activities. These activities may include but are not limited to discussion room requirements, additional assignments, and quizzes.

| <i>Components</i> | <i>% of Grade</i> |
|-------------------|-------------------|
| Requirements      | 100               |
| <b>TOTAL</b>      | <b>100%</b>       |

### Portfolio Management

Students will create and manage an investment portfolio in accordance with a widely accepted portfolio management technique, such as fundamental or technical analysis. Students must justify their portfolio holdings based on the management philosophy selected. Students must also select an appropriate benchmark to measure performance against. At the end of the quarter, students will compare the standard deviation and return of their portfolio and the benchmark. No points will be given for the results of the comparison, as 10 weeks is too short of a time span. Instead, students will be evaluated on their ability construct a portfolio per a selected philosophy, select an appropriate benchmark, and correctly calculate the ending risk and return characteristics of the portfolio versus the benchmark.

| <i>Components</i>                             | <i>% of Grade</i> |
|---|-------------------|
| APA Style (citations, references, formatting) | 15%               |
| Application of quantitative literacy          | 30%               |
| Portfolio Theory and Performance Appraisal    | 55%               |
| <b>TOTAL</b>                                  | <b>100%</b>       |

### Detailed Financial Statement Analysis

Students will conduct a detailed financial statement analysis of one of the companies in the casebook. Students will use tools such as DuPont decomposition of ROE and RNOA framework in their analysis. The analysis must also provide interpretation of disclosures, earnings properties and the information environment of the firm, including evaluating earnings persistence and earnings quality, market reactions to financial information, links between disclosures and credit ratings, and alternative and supplemental sources of financial information such as management earnings releases, non-GAAP earnings, and the role of analysts. Students must then recommend a buy, hold, or sell rating and cite their analysis to justify their recommendation. The report should contain at least 2,500 words.

| <i>Components</i>                           | <i>% of Grade</i> |
|---|-------------------|
| Valuation                                   | 50%               |
| Critical use and application of information | 50%               |
| <b>TOTAL</b>                                | <b>100%</b>       |

### End of Course Comprehensive Evaluation

Students will complete a comprehensive assessment at the end of the course that covers each course outcome. Students are responsible for all material covered in the course. Questions will be multiple choice.

| <i>Components</i> | <i>% of Grade</i> |
|-------------------|-------------------|
| Correct Answers   | 100%              |
| <b>TOTAL</b>      | <b>100%</b>       |

## **COURSE POLICIES**

### **Late Assignments**

LATE ASSIGNMENT

### **Participation**

PARTICIPATION

### **Professional Writing**

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

## **UNIVERSITY POLICIES**

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

## **Scholastic Honesty**

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

## **Attendance**

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

## **SUPPORT SERVICES**

### **Disability Resources**

If you are a student with a disability and you require an accommodation, please contact the Disability Resource Office as soon as possible. For additional information, please see the section in the [University Catalog](#) titled *Students with Special Needs* under *Student Rights & Responsibilities*.

### **Library Services**

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

### **Smarthinking**

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at [help@cityu.edu](mailto:help@cityu.edu) to request your user name and password.