

Investment

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	I011
	Target students Division/major/grade	Business Administration/Junior	Opening semester	2021 2ND SEMESTER
	Class time and classroom	Wed 8.5(DaB106) Wed 9.5(DaB106) Wed 10.5(DaB106)	English Grade	A(100%English)
Reference to this course	Prerequisite courses	Financial Management, Financial Accounting		
	Related basic courses	Statistics		
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		JUNG, WOOSUNG(, Business Administration)			
	Office Room Number		Office phone Number		e-mail	
	Office hours	Wed 15:00~16:00 pm		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

This course presents the analytical tools, financial theory, and empirical evidence necessary for making good investment decisions and understanding the pricing of financial securities. Specifically, this course, focusing on equity investing, will cover asset allocation, portfolio theory, capital asset pricing model (CAPM), factor pricing model, efficient market hypothesis, and behavioral finance.

2. Course Objectives

Goal

* This course aims to learn theories and related practices necessary to understand the stock pricing process and the optimal investment decision and to investigate the various empirical evidence and cases related to those.

Achievement

1. Understand the mechanism and roles of the stock market.
2. Understand the relationship between systematic risk and return.
3. Understand portfolio theory based on the above relationship and learn the optimal investment decision-making process.
4. Learn about asset pricing theory and understand practical uses and limitations.
5. Understand the meaning of the efficient market hypothesis and learn about anomalies and debates about behavioral finance.

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3. Class types and activities

The lecture will be based on lecture notes, textbooks, and articles/cases. To understand the basic concepts of the course, problems and a project will be assigned for individual homework.

4. Teaching Method

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| <input checked="" type="checkbox"/> lecture | <input type="checkbox"/> discussion and debate |
| <input type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc) |
| <input type="checkbox"/> designing and production | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others | |

5. Support Systems in Use

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| <input checked="" type="checkbox"/> AjouBb | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture | <input type="checkbox"/> online content | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

<input checked="" type="checkbox"/> PBL(Problem Based Learning)	<input type="checkbox"/> CBL(Case Based Learning)	<input type="checkbox"/> TBL(Team Based Learning)
<input type="checkbox"/> UR(Undergraduate Research)	<input type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Science Active Learning)
<input type="checkbox"/> others		

7. Knowledge and ability required for taking this course

In order to study this course, basic knowledge of financial management, financial accounting, statistics, and basic mathematics is required.

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance		5%	
midterm exam	1	30%	
final exam	1	50%	
quiz			
presentation			
discussion			
homework	3	15%	
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Investments	Bodie, Kane and Marcus	McGraw Hill Education	2018

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Overview of the course	K	JUNG, WOOSUNG	강의		
2	Asset classes and Financial Instruments	K	JUNG, WOOSUNG	강의		
3	How Securities are Traded	K	JUNG, WOOSUNG	강의		
4	Mutual Funds and Other Investments	K	JUNG, WOOSUNG	강의		
5	Risk Return and the Historical Record	K	JUNG, WOOSUNG	강의		
6	Capital Allocation to Risky Asset I	K	JUNG, WOOSUNG	강의		
7	Capital Allocation to Risky Asset II	K	JUNG, WOOSUNG	강의		
8	Midterm exam	K	JUNG, WOOSUNG			
9	Optimal Risky Portfolio	K	JUNG, WOOSUNG	강의		
10	Index Models	K	JUNG, WOOSUNG	강의		
11	CAPM I	K	JUNG, WOOSUNG	강의		
12	CAPM II	K	JUNG, WOOSUNG	강의		
13	APT and multi-factor models	K	JUNG, WOOSUNG	강의		
14	Efficient Market Hypothesis	K	JUNG, WOOSUNG	강의		
15	Behavioral Finance	K	JUNG, WOOSUNG	강의		
16	Final exam	K	JUNG, WOOSUNG			

11. Other items of notification

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