

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

BUSM 3400: Investment Strategies

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 4 h + Seminar 0 h + Lab 0 h

Credits: 3

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

This course provides a practical introduction to today's financial markets. Common financial instruments as well as portfolio management will be covered. The course will focus on personal as well as corporate strategies. Student teams will demonstrate their understanding of the course content by managing a financial portfolio, and by discussing the portfolio performance.

Prerequisite(s): Completion of a minimum 54 credits including 6 credits of university-transferable English or Communications with a minimum 'C' grade; and a minimum 'C' grade in one of FMGT 1116, 1215, or 2293.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- describe the regulatory environment of financial markets, economic principles, the various markets, financial instruments, and intermediaries
- calculate the price and duration of bonds
- apply the DDM to assess the value of stocks
- explain the concept of risk and the relationship between risk and return
- define the process for professional investment and portfolio management
- manage a portfolio with a team by setting objectives, selecting asset classes, selecting securities and weights in portfolio, and entering orders
- report on portfolio performance and investment decisions.

Instructor(s): TBA

Office: TBA **Phone:** 604 323 XXXX **Email:** TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Cleary, Sean and Charles Jones. "Investments: Analysis and Management", 3rd edition. Wiley.

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

Assessments and Weighting:

Final Exam 30%

Other Assessments %

(An example of other assessments might be:) %

Midterm: 25%

Project: 35%

Participation: 10%

Proportion of individual and group work:

Individual: 80%

Group: 20%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: 50%

Topics Covered:

Week	Topics
1	1. Introduction <ul style="list-style-type: none"> a. Outline distribution and review, course etiquette b. Financial environment, size and geography of industry c. Types of investors, intermediaries, asset classes d. Discussion on expectations e. Introduction to the portfolio challenge
2	2. Securities markets and investment vehicles <ul style="list-style-type: none"> a. Concept of asset classes b. Stocks

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	<ul style="list-style-type: none"> c. Bonds d. Currencies e. Derivatives (bonds, futures, swaps) f. Alternative asset classes (hedge funds, REITs, commodities) g. Mutual funds h. Managed accounts i. Portfolio challenge
3	<ul style="list-style-type: none"> 3. Securities Markets and Intermediaries <ul style="list-style-type: none"> a. Types of markets b. Primary and secondary markets c. Brokerage d. Types of orders e. Clearing & margins
4	<ul style="list-style-type: none"> 4. Risk and Return <ul style="list-style-type: none"> a. Framework for wealth-management b. Risk aversion c. Risk measurement and diversification d. Return expectations e. The risk-return relationship f. Diversification g. Rebalancing a portfolio
5	<ul style="list-style-type: none"> 5. Securities Valuation (2 weeks) (*) <ul style="list-style-type: none"> a. Interest rates and maturity: definition and types b. Interest rate curve c. Money market and bonds valuation d. Corporate bonds, TIPS bonds e. Stocks valuation f. Special events (M&As...)
6	6. Securities Valuation continued
7	<p>MIDTERM</p> <ul style="list-style-type: none"> 7. Macroeconomic analysis <ul style="list-style-type: none"> a. Theory and practice b. Economic indicators, consensus and newsflow c. Performance attribution
8	<ul style="list-style-type: none"> 8. Industry analysis <ul style="list-style-type: none"> a. Value drivers and business cycle b. Financial analysis and consensus c. Examples
9	<ul style="list-style-type: none"> 9. Company analysis <ul style="list-style-type: none"> a. Earnings guidance, profit warning b. Free Cash-flow, EBITDA, Economic Value, Comparables, growth c. Accounting Weighted average cost of capital (*) d. Strategic analysis e. Stock valuation: DCF model
10	10. Technical analysis

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	<ul style="list-style-type: none"> a. Principles b. Indicators <p>11. Finance, bubbles and ethics</p> <ul style="list-style-type: none"> a. Past bubbles b. Competition, greed and conflicts of interest c. Regulations: registration, disclosure, Chinese walls, capital adequacy, risk control, Sarbanes-Oxley, cost of regulations, new regulations d. Best practices and investment process
11	<p>12. Portfolio Management (2 weeks) (*)</p> <ul style="list-style-type: none"> a. Objectives and management discipline b. Risk aversion and benchmarking c. Asset allocation d. Efficient market hypothesis, CAPM, asset selection e. Hedging tools: futures and options f. Value-at-Risk, rebalancing g. Middle- and Back-office role h. Fees and taxes
12	13. Portfolio Management cont'd
13	Final Exam

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

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