Course Syllabus (Security Investment)

Course Chinese Title：证券投资学	**Course Category（Compulsory/ Elective）：** Elective
Course English Title: Security Investment	
Total Hours/ Hours Per Week/ Credit(s)： 32/4/2	**Lab Practice/ Practical Hours：** None
Prerequisites: Microeconomics, Macroeconomics, Probability and Statistics	
Time: 8:30-10:10, Wednesday and Friday	**Classroom:** R1201, Guancheng Campus
Class： 2020 Economics and Finance (Financial Management Industry-University International Program, FMI)	
College： School of Economics and Management	
Instructor Name/ Academic Title： Chunyang Huang/Lecturer	
Office Hour： 10:30-12:00 Tuesday at Room 2302, Guanchen Campus/ **Online:** WeChat group	
Course Assessment Method： Open book test **( )** Close book test **( )** Report **(✓)** Other **(✓), see Assessment and Grading table below**	
Required Textbook： None, lecture notes and slides will be delivered before every meeting. **Supplementary Materials：** 1. John J. Murphy, Technical Analysis of the Financial Markets), 2011，地震出版社 2. *Stock for the long run*, (4td edition), Jermery Siegel, American Media International 3. www.wallstreetcn.com 4. 4. www.eastmoney.com	
Course Description： This is an introductory course in security analysis, which emphasizes in the real world applications. It will discuss the basic logics, methodologies, and practical application in security analysis. Specifically, the following contents will be discussed during the classes: (1) macro factors in security analysis, (2) industry factors in security analysis, (3) company fundamental analysis, (4) techniques used in company field studies, (5) applications of game theories to security markets, (6) the common psychological bias of security market participants and their implications to security prices.	
Course Learning Objectives and its supporting on the requirement for graduation:	

Course Learning Objectives	**Measurements on Requirement**	**Requirement for Graduation**

	for Graduation	
CO1: To understand the basic logics, methods, and techniques in fundamental security analysis.	**2.2**. Familiar with the relevant principles, policies, regulations and international, practices and rules of international market	2. Economics knowledge and skills: students should master the basic knowledge of economics disciplines and be familiar with the relevant policies, regulations and rules of international market, and have the ability to operate the whole process of market practices as well as the ability to engage in international trade, international investment, transnational business and management and economic theory and policy research in multinational corporations and government departments
CO2: To understand the psychological bases in technical security analysis	2.3 Students should master the basic methods of economic operation and technical and economic analysis.	2. Economics knowledge and skills: students should master the basic knowledge of economics disciplines and be familiar with the relevant policies, regulations and rules of international market, and have the ability to operate the whole process of market practices as well as the ability to engage in international trade, international investment, transnational business and management and economic theory and

		policy research in multinational corporations and government departments
CO3: To apply the above knowledge to analyze the Chinese stock, bond and foreign exchange markets .	6.3 Students shall have the ability to apply and innovate knowledge.	6. Practical knowledge and practical ability: students should have strong sense of autonomous learning, knowledge renewal and lifelong learning, and have practical knowledge and sustainable practical ability of their major.

Lecturing Plan

Week	Topic	Instructor	Hours	Contents（Key point、Difficulty、Ethical and political learning）	Instructional Mode（Online/ Blending/ Offline）	Activities	Assignment	Expected Learning Outcomes
1	Introduction to security investment	Chunyang Huang	2	Course introduction and prerview	**Offline**	**Lecture**	**Reading and discussion :** set 1 of materials distributed in the class	**CO1** **CO2** **CO3**
1	Introduction to equity, fixed-income and derivative	Chunyang Huang	2	Contents: types of securities Key points: the characteristics of various securities Difficulties: rights	**Offline**	**Lecture**	**none**	**CO1** **CO2** **CO3**

	markets			and obligations and various securities				
2	Technical analysis I – Technical indicators	Chunyang Huang	2	Contents: introduction to various technical indicators Key points: meanings of technical indicators Difficulties :technical indicator calculations	**Offline**	**Lecture**	**none**	**CO1** **CO2** **CO3**
2	Technical analysis II – Applications	Chunyang Huang	2	Contents: applications of various technical indicators Key points: Comprehensive understanding of various technical indicators Difficulties: applying various technical indicators to real world markets	**Offline**	**Lecture**	**Reading and discussion:** set 2 of materials distributed in the class	**CO1** **CO2** **CO3**
3	Technical analysis III – Psychological bases	Chunyang Huang	2	Contents: the psychological basis of technical analysis Key points: trading psychologies Difficulties: self-analysis of psychological bias	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**
3	Technical	Chunyang	2	Contents: some common	**Offline**	**Lecture**	**none**	**CO1**

	analysis IV – Common psychological bias	Huang		psychological bias Key points: the most common trading psychological bias Difficulty: overcome psychological trading				**CO2** **CO3**
4	Fundamental Analysis I – Discounted Dividend Model	Chunyang Huang	2	Contents: The DDM model Key points: calculation of DDM Difficulties: application of DDM	**Offline**	**Lecture** **Q&A**	**None**	**CO1** **CO2** **CO3**
4	Fundamental Analysis II– Discounted Cash Flow Model	Chunyang Huang	2	Contents: the DCF model Key points: calculation of DCF Difficulties: application of DCF **Ethical and Political Learnings:** the concept of "Dicounted Cash Flows" over a long period should help students in understanding the value of long-term investment	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**
5	Fundamental Analysis III– Macro and	Chunyang Huang	2	Contents: macro and industry analysis Key points: various methods for macro	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**

	industry			and industry analysis Difficulties: economic cycles analysis **Ethical and Political Learnings:** the concept of "economic cycle" should help students in building long-term belief in the fates of our nation when the economy is in downturn				
5	Fundamental Analysis IV– Business models	Chunyang Huang	2	Contents: business model analysis Key points: the common features of successful business models Difficulties: simplifying various business models	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**
6	Fundamental Analysis V– Financial statements	Chunyang Huang	2	Contents: financial statements analysis Key points: tools for financial statement analysis Difficulties: application of financial statement analysis	**Offline**	**Lecture**	**none**	**CO1** **CO2** **CO3**
6	Fundamental Analysis VI–	Chunyang	2	Contents: introduction to	**Offline**	**Lecture**	**Reading and discussion:** set 3 of	**CO1** **CO2**

	Corporate governance	Huang		corporate governance Key points: the conflict of interests in firm Difficulties: tools for solving various conflicts of interest **Ethical and Political Learnings:** the concept of "corporate governance" should help students in understanding the value of "harmonious society"			materials distributed in the class	**CO3**
7	Portfolio theory and applications	Chunyang Huang	2	Contents: modern portfolio theory Key points: portfolio and diversification Difficulties: deduction of the most efficient portfolio	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**
7	Trading strategies – Timing and Hedging	Chunyang Huang	2	Contents: security trading timing and risk management Key points: trading timing Difficulties: applications of trading timing	**Offline**	**Lecture**	**None**	**CO1** **CO2** **CO3**
8	Group presentation	Chunyang Huang	2	Contents: group presentation for the final project.	**Offline**	**Lecture**	**none**	**CO1** **CO2**

				Key points: team-working spirits Difficulties: none				**CO3**
8	Course review	Chunyang Huang	2	Contents: overview of the course Key points: fundamental value Difficulties: none	**Offline**	**Lecture** **Q&A**	**None**	**CO1** **CO2** **CO3**
Total：			32					

Grading						
Course Learning Objectives	**Supported Measurements**	**Assessments and grading Percentage (%)**				**Supporting Course Objectives**
		presentation	**Discussion**	**Literature Report**	**Final Term Paper**	
CO1	2.2	10	10	0	10	30
CO2	2.3	10	10	0	10	30
CO3	6.3	0	0	0	40	40
Total		20	20	0	60	100

Syllabus Submission Date: 2023.8.26

School Reviewal：Agree

Signature：

Date： 2023.8.28

Note:

Appendix: Rubrics

Reading and Discussion

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Relevance (CO1, CO2, CO3, 60%)	The discussion shows the student has read and understood the distributed materials; Questions and answers are creative and relevant to the course knowledge	The discussion shows the student has read and understood the distributed materials; Questions and answers are and relevant to the course knowledge	The discussion shows the student has read and understood the distributed materials	The discussion shows the student has not read the distributed materials
Participation (CO1, 40%)	Participate in every discussion sessions; have own opinion	Participate in every discussion sessions	Participate in 80% of the discussion session	absent from every discussion session

Literature Report

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Articles	Information is gathered from assigned, research-based	Information is gathered from assigned sources.	Information is gathered from a limited number of sources.	Information is gathered from a single source.

(CO1, 20%)	sources.			
Summary (CO3. 20%)	Well organized, demonstrates logical sequencing and structure. Detailed conclusions are reached from the evidence offered. Research question(s) are formed through the literature review and clearly stated. Information is cited properly and in APA format.	Well organized, but demonstrates illogical sequencing or structure. Conclusions are reached from the evidence offered. Research question(s) are formed through the literature review. Information is cited properly.	Weakly organized with no logical sequencing or structure. There is some indication of conclusions from the evidence offered. Research question(s) were not formed but could be formed through the literature review. Information is cited, but has errors.	No organization, sequencing, or structure. No conclusions are made from the evidence offered. Research question(s) were not formed and are not apparent from the literature review. Information is not cited or is cited incorrectly.
Presentation (CO3. 60%)	Adheres to 2 – 4 pages criteria. Font, spacing, and APA format are correct. There are 5 or less grammatical error.	Exceed or does not meet 2 – 4 pages criteria by ½ page or less. Font and spacing, font and APA, or spacing and APA are correct. There are no more than 7 grammatical errors.	Exceed or does not meet 2 – 4 pages criteria by ½ to 1 page. Font, spacing, or APA format is correct. There are no more than 9 grammatical errors.	Exceed or does not meet 5 – 10 pages criteria by more than 1 page. Font, spacing, and APAP format are incorrect. There are 10 or more grammatical errors.

Final Term Paper

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Logic consistency	The data, analytic methodologies, and the	The data, analytic methodologies, and the	The data, analytic methodologies, and the	The data, analytic methodologies, and the

(CO2, 30%)	conclusion tell a coherent and consistent story; the assumptions are reasonably explained	conclusion tell a coherent and consistent story	conclusion tell a coherent and story	conclusion are in conflicts with each others
Data collection (CO3, 20%)	The data are collected from authoritative and reliable source; data collected are relevant and sufficient to the topic	The data are collected from reliable source; data collected are relevant to the topic	data collected are relevant to the topic	Data are not relative to the topic
Analysis skills (CO2,30%)	The learned methodologies and quantitative models from the course are applied correctly; the calculation is correct; the analytic process is demonstrated clearly	The learned methodologies and quantitative models from the course are applied correctly; the calculation is correct;	The learned methodologies and quantitative models from the course are applied approximately correctly	The wrong methodologies and quantitative models from the course are applied
Wording (CO1, 20%)	The structure of the paper is completed and clear; there are less than 3 inappropriate words in the paper	The structure of the paper is completed and clear; there are less than 5 inappropriate words in the paper	The structure of the paper is completed; there are less than 10 inappropriate words in the paper	The structure of the paper is uncompleted and unclear