

COURSE OUTLINE		
TERM: FALL 2018	COURSE NO: BFIN 441	
INSTRUCTOR:	COURSE TITLE: INVESTMENT STRATEGIES	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES

75 credits of 100-level or higher coursework including BFIN 241; OR NABU 340 and CMNS 305

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

CALENDAR DESCRIPTION

This course covers investment and investment management principles, including common financial planning and investment concepts utilized to improve investment decision making and overall investment portfolio performance. The main topics include investment theory, financial markets and institutions, financial assets and their related valuations, and mutual funds. Group projects will enable students to implement investment strategies and analysis, and apply investment decision-making and performance assessment tools.

REQUIRED TEXTS AND/OR RESOURCES

Jordan, Miller and Dolvin, *Fundamentals of Investments – Valuation and Management*, 8th Edition, 2017, McGraw-Hill Ryerson.

Moodle and publisher's textbook website. StockTrak Global Portfolio Simulation software (included with text).

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Apply risk and return concepts, investment theory and process, and capital market theories to evaluate financial security performance.
- Calculate expected returns and variances for a security and a portfolio. Understand the importance of diversification and asset allocation.
- Differentiate the variety of investment vehicles of financial securities including bonds, stocks, mutual funds, and other investment funds.
- Determine, analyze and evaluate the value of financial assets, including debt, equities, mutual funds, futures and options contracts, and make recommendations on practices to improve asset portfolio performance within an investment strategy.
- Analyze the implications of investor expectations and behavior on the financial markets.
- Recognize the factors affecting interest rates. Apply Time Value of Money (TVM) in the valuation of long term financial securities.
- Analyze the macro and micro financial environments, and review a firm's financial statements, cash flows, earnings and capital structure. Draw conclusions about the firm's expected market performance based on the review.
- Synthesize the investment techniques and strategies learned in class by trading local and international stocks, bonds, futures, options and mutual funds within portfolio investment software.
- Calculate a variety of portfolio evaluation measures, and determine the strengths and weaknesses of these measures in managing risk and evaluating performance.
- Explain the intricate workings of the various Canadian and American financial systems, stock markets and indices.
- Describe various economic and political risks, factors and indicators and use them to assess performance of investments.
- Integrate social and global perspectives into business analysis and decisions.
- Use a collaborative approach to problem solving and analysis in classroom activities.
- Correctly apply quantitative techniques to value and assess investments. (Quantitative Literacy)
- Use financial statements and financial models to make financial decisions. (Quantitative Literacy)
- Use appropriate clear, concise and well-founded business communications formats to present research, analysis and findings of the portfolio investment project. (Written Communication)
- Use appropriate computer tools (portfolio software, word processing, spreadsheets) to summarize and present financial information. (Computer Literacy)
- Research and interpret financial models and topics. (Reading)
- Present key findings to a group. (Oral Communication)
- Make timely and important decisions related to investing in a group setting
- Generate discussion to achieve agreement in setting investment goals and executing appropriate market actions.
- Communicate effectively within a group.

COURSE CONTENT

Week	Topics	Readings
Week 1	Understanding Investment – A Brief History of Risk and Return The Investment Environment – understanding financial statements (review from prior accounting and finance courses)	Ch. 1 Ch. 17
Week 2	Diversification and Risky Asset Allocations	Ch. 2
Week 3	The Investment Process, Investment Funds and Alternatives Overview of Security Types – Debt, Equities, Futures and Options	Ch. 3 Ch. 4
Week 4	Mutual Funds	Ch. 5
Week 5	The Stock Market Common Stock Valuation	Ch. 6 Ch. 7
Week 6	Midterm examination (35%) Stock Price Behaviour and Market Efficiency	Ch. 1 – 7 Ch. 8
Week 7	Stock Price Behaviour and Market Efficiency Behavioral Finance and the Psychology of Investing	Ch. 8 Ch. 9
Week 8	Behavioral Finance and the Psychology of Investing Interest Rates	Ch. 9 Ch. 10
Week 9	Interest Rates Bond Prices and Yields	Ch. 10 Ch. 11
Week 10	Corporate Bonds and Government Bonds Return, Risk, Capital Asset Pricing Model (CAPM), BETA	Ch. 11 Ch. 12
Week 11	Return, Risk, Capital Asset Pricing Model (CAPM), BETA Performance Evaluation and Risk Management	Ch. 12 Ch. 13
Week 12	Specific Topics – Real Estate, Options and Futures	Ch. 14 and 16 (overview)
Week 13	Project Presentations and Final Examination Review	Group Project Due
Weeks 14/15	Final Exam Period The Final Exam will cover all instructional chapters (35%)	

EVALUATION PROFILE

Assessment	% of Final Grade
Quizzes and Assignments	15%
Midterm Exam	35%
Group Project	15%
Final Exam	35%
Total	100%

Note: Students must achieve a passing grade on the combined mid-term and final exam marks in order to pass the course.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only. Students are expected to be on Moodle for online activities.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.