STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE

BSAD 241 – INVESTMENT AND TRADING

Prepared By: Umesh Kumar

SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT

SEPTEMBER 2017

A. TITLE: Investment and Trading

B. COURSE NUMBER: BSAD 241

C. CREDIT HOURS: (3)

D. WRITING INTENSIVE COURSE: No

E. COURSE LENGTH: (15 weeks)

F. SEMESTER(S) OFFERED: Spring

G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, AND ACTIVITY: 3 lecture hours per week

H. CATALOGUE DESCRIPTION: This course is designed for students interested in securities markets. This course will provide an opportunity for students to blend the theory of investments with the practical demands of investment management. The course objectives include an understanding of the process of establishing a portfolio strategy with a real portfolio, gaining knowledge of the mechanics of trading, principles of equity valuation and technical analysis. Students actively manage a portfolio throughout the semester.

I. PRE-REQUISITES/CO-COURSES: Pre-requisites - ACCT 101, or Instructor's Permission

J. GOAL: By the end of this course, students will be able to:

Course Objective	*Institutional SLO*
a. Discuss the investment environment.	2. Crit. Thinking
b. Understand securities markets trading.	2. Crit. Thinking
c. Analyze financial statements of firms.	1. Communication
d. Evaluate portfolio performance	3. Prof. Competence

K. TEXTS: No text book needed.

L. REFERENCES:
Zvi Bodie and Alex Kane and Alan Marcus (2014), *Investments,* 10th Edition, McGraw-Hill

M. EQUIPMENT: Technology enhanced classroom i.e. Trading Room with computers

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA:

- Participation
- Project
- Presentation

P. <u>DETAILED OUTLINE</u>:

I. INTRODUCTION
   A. An Introduction to Financial Markets, Instruments, and Trading of Securities.
   B. Mutual Funds

II. INTRODUCTION TO ACTIVE INVESTMENT MANAGEMENT
   A. Investors' Objectives and Investment Policies
   B. The Conventional Theory of Performance Evaluation
   C. The Role of Active Management in nearly Efficient Markets
   D. The Value of Active Management
- Passive Market-Index Portfolio
- Active Portfolio
- Alpha Values
- Benchmark Portfolio
- Tracking Error

III. MACROECONOMIC AND INDUSTRY ANALYSIS

IV. PERFORMANCE MEASUREMENT WITH CHANGING PORTFOLIO COMPOSITION

V. PERFORMANCE ATTRIBUTION PROCEDURES
- Time-Weighted Average
- Dollar-Weighted Rate of Return
- Comparison Universe
- Sharpe's Ratio
- Treynor's Measure
- Jensen's Alpha
- Information Ratio

Q. <u>LABRORATORY OUTLINE</u>: None