

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



**MASTER SYLLABUS**

**FSMA 220 – INTRODUCTION TO INVESTMENTS**

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**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT**

**SPRING 2019**

- A. **TITLE:** Introduction to Investments
- B. **COURSE NUMBER:** FSMA 220
- C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Spring
- G. **CATALOG DESCRIPTION:** This course offers an introduction to investments including investment analysis, portfolio management, and capital markets. It is designed to provide the basic concepts and principles of investing, the course examines investment policies, types of securities, factors that influence pricing changes, timing purchases/sales, preparing investment programs to meet objectives, investment risk and return, and portfolio balancing. Instruction also includes an overview of the securities markets and their behavior, including sources of information about the various instrument traded and procedure of trades.
- H. **PRE-REQUISITES/CO-COURSES:**
- Pre-requisite (s) - ACCT 101, ECON 101, and FSMA210; or permission of the instructor.
  - Co-requisite (s): None
  - Pre- or co-requisite (s): None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Describe how and where investment alternatives trade	1	None	2 [CA]
b. Outline how to allocate capital among alternatives to arrive at a balance between risk and return appropriate for the circumstances	1	None	2 [CA]
c. Describe how to value alternative investment s and assess their risk on a stand-alone basis and in portfolios	2	None	2 [IA]
d. Discuss investment risk and be able to calculate individual goals and objectives	2	None	2 [IA]
c. Apply knowledge in building a diversified investment portfolio for each of life stages	2	None	2 [CA]

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes</u></b> <b><u>[ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>

<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

**J. APPLIED LEARNING COMPONENT: Yes \_\_\_X\_\_\_ No \_\_\_\_\_**

**K. TEXTS: Bodie, Z., Kane, A., and Marcus, A., (2013). Essentials of Investments, 9e, ISBN: 0078034698, McGraw Hill Higher Education**

**L. REFERENCES: The Wall Street Journal, The New York Times, plus, various on-line financial analytics, databases, and calculators.**

**M. EQUIPMENT: Technology enhanced classroom**

**N. GRADING METHOD: A-F**

**O. SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Exams
- Quizzes
- Homeworks
- Participation

**P. DETAILED COURSE OUTLINE:**

- I. Elements of Investments
  - A. Investments: Background and Issues
  - B. A Taxonomy of Financial Assets
  - C. The Informational Role of Financial Markets
  - D. The Investment Process
  
- II. Asset Classes and Financial Instruments
  - A. The Money Market
  - B. The Bond Market
  - C. Equity Securities
  - D. Mutual Funds and Other Investment Companies
  
- III. Portfolio Theory, Risk and Return
  - A. Risk and Return: Past and Prologue
  - B. The Sharpe (Reward-to-Volatility) Measure
  - C. Efficient Diversification
  - D. Diversification and Portfolio Risk
  
- IV. Capital Asset Pricing and Arbitrage Pricing Theory
  - A. The Capital Asset Pricing Model
  - B. The CAPM and Index Models

- C. The CAPM and the Real World
- D. Beta Relationship
  
- V. The Efficient Market Hypothesis
  - A. Random Walks and the Efficient Market Hypothesis
  - B. Implications of the EMH
  - C. Are Markets Efficient?
  - D. Mutual Fund and Analyst Performance
  
- VI. Behavioral Finance and Technical Analysis
  - E. The Behavioral Critique
  - F. Limits to Arbitrage and the Law of One Price
  - G. Technical Analysis and Behavioral Finance
  
- Q. **LABORATORY OUTLINE:** None