



# Lincoln University

## BA 365 – Investment: Stock Market

### COURSE SYLLABUS

Fall, 2015

**Lecture Schedule:** Tuesday, 3:30 PM – 6:15 PM  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Prof. Sergey Aityan  
**Office Hours:** Tuesday, 11:15 AM – 12:15 PM  
Thursday, 11:15 AM – 12:15 PM  
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016

#### Textbooks:

**1. Sergey K. Main Text:**

Aityan, S.K. (2015). *Stock Market*, Lincoln University,  
<http://elearning.lincolnuca.edu>.

**2. The textbook**

George A. Fontanills and Tom Gentile, *The Stock Market Course*,  
Publisher: Willey  
# ISBN-10: 0471393150  
# ISBN-13: 978-0471393153

**3. Additional and optional book (recommended for those who want to learn more about technical analysis)**

Kirkpatrick II, C.D. & Dahlquist, J.R. (2010).  
*Technical Analysis: The Complete Resource for Financial Market Technicians*, Second Edition, FT Press  
# ISBN-10: 0137059442  
# ISBN-13: 978-0137059447

**4. Additional and optional book (recommended for those who want to learn more about nature of investment decisions)**

Taleb, N.N. (2010).  
*The Black Swan: The Impact of the Highly Improbable: With a new section: "On Robustness and Fragility"*, 2nd edition, Random House Trade  
# ISBN-10: 081297381X  
# ISBN-13: 978-0812973815

**Last Revision:** August 20, 2015

**CATALOG DESCRIPTION**

In-depth survey of stock market including nature of stocks, stock exchanges, indexes, trading securities and options, convertible securities, mutual funds, investment banks, hedge funds, and investment clubs, and dividend policy. Students learn trading mechanisms, tactics, and strategy as well as foundations of fundamental, technical, and sentimental analysis. (3 units)

**COURSE OBJECTIVES**

- Students to understand the concept, scope, and fundamentals of securities market.
- Students to understand operations, quotations, and trading techniques in the stock market.
- Students to understand stock market research and analysis sources, methods, and techniques.
- Students to understand stock market investment strategy and tactics.
- Students to understand the specifics of global environment and its impact on stock markets around the globe.

**REQUIREMENTS**

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading and writ home tasks and “business case study” assignments will be made throughout the course. Students must complete all home tasks, other assignments, and take all quizzes, mid-term exam and final exam on the dates due. Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade “F” (with zero points for the activity) and a report to the administration.

**COURSE PROJECT**

Every student must complete, submit, and present the assigned course project.

**ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

**EXAMS**

Both, midterm and final exams are structured as written essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

**GRADING AND SCORING**

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam. The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for other activities.

### COURSE SCHEDULE

Lectures		Topic	Chapters
#	Date		
1	25-Aug	(a) About the Course (b) The World of Stock	Ch. 1
2	1-Sep	Stock Exchanges and Indices	Ch. 2
3	8-Sep	Fundamentals of Stock Trading	Ch. 3
4	15-Sep	Stock Trading Process	Ch. 4
5	22-Sep	Stock, Funds, and Alternatives	Ch. 5
6	29-Sep	(a) Investment Roadmap (b) Solving the Broker Dilemma	Ch. 6 Ch. 7
7	6-Oct	Mechanism of Stock Trading	Ch. 8
8	13-Oct	Key Statistics	Ch. 9
9	20-Oct	Stock Research	Ch. 10
10	27-Oct	Midterm Exam	Ch. 1 - 10
11	3-Nov	(a) Investment Strategies (b) Critical Trading Approaches	Ch. 11 Ch. 12
12	10-Nov	The Versatility of Options	Ch. 13
13	17-Nov	(a) Advanced Options and Hedges (b) Options Trading Strategies	Ch. 14 Ch. 15
	24-Nov	Thanksgiving Break – No Classes	
14	1-Dec	Comprehensive Final Exam	Ch. 1 - 15
15	8-Dec	Course Project Presentation and Defense	

### OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

**MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.