



# Lincoln University

## BA 365 – Investments: The Stock Market

### COURSE SYLLABUS

Fall 2024

**Professor:** Prof. Michael Talan,  
**Lecture Schedule:** Thursday, 3:30 PM – 6:15 PM  
**Credits:** 3 units (45 lecture hours)  
**Level:** Mastery 2 (M2)  
**Office Hours:** by appointment.  
**e-mail:** [matalan@lincolnuca.edu](mailto:matalan@lincolnuca.edu)

**Textbook:** Sergey K. Aityan (2016). *Stock Market investment*

**Last Revision:** August 7, 2024

### 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)

Prerequisite: BA 303

### COURSE OBJECTIVES

- Students to understand the concept, scope, and fundamentals of the 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.

### COURSE PROJECT

Every student must complete, submit, and present the assigned group 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.

The exams are neither “open book” nor “open notes.” The final exam is comprehensive, i.e. includes the whole course.

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

The instructor reserves the right to replace the written exam with a verbal exam if finds appropriate.

**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	93-100	90-92	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. A full and solid answer is graded with 95 points. Points 96-100 are reserved for extraordinary answers.

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.

**NO MAKE-UP WORK**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Midterm and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

**COURSE SCHEDULE**

Lectures		Topic	Chapters
#	Date		
1	29-Aug	(a) About the Course (b) Corporations and Stocks	Ch. 1

2	5-Sep	Stock Exchanges, Indices, Brokerage, and Brokers	Ch. 2
3	12-Sep	Stock Trading Transactions and Positions	Ch. 3
4	19-Sep	Order Types and Mechanisms of Stock Trading	Ch. 4
5	26-Sep	Stocks Research and Analysis	Ch. 5
6	3-Oct	Fundamental Analysis	Ch. 6
7	10-Oct	Midterm Exam	Ch. 1 - 6
8	17-Oct	(a) Foundations of Technical Analysis (b) Advanced Technical Analysis (beginning)	Ch. 7 Ch. 8
9	24-Oct	Advanced Technical Analysis (continue)	Ch. 8
10	31-Oct	Sentimental Analysis and Behavioral Investment	Ch. 9
11	7-Nov	Options	Ch. 10
12	14-Nov	Long and Short Options	Ch. 11
13	21-Nov	Portfolio Management	Ch. 12. Lecture notes
14	28-Nov	NO CLASSES	
15	5-Dec	All Overview	Ch. 1 – 11, 12
16	12-May	FINAL EXAM	

### CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- plagiarism;
- copying or attempting to copy from others during an examination or on an assignment;
- communicating test information with another person during an examination;
- allowing others to do an assignment or portion of an assignment;
- using a commercial term paper service.

Cheating or plagiarism will result in zero points and letter grade F for an assignment, project, or exam and a report of the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

### LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade “A” for the course.

### CENTER FOR TEACHING AND LEARNING

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

### 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.

### **COURSE LEARNING OUTCOMES<sup>1</sup>**

	Course LO	Program LO	Institutional LO	Assessment
1	Develop a deep understanding of stock market processes in order to formulate an effective risk management strategy.	PLO 1	ILO 1b, ILO 2b	Course project, quizzes, midterm/final exam
2	Be familiar with the modern trading approaches.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Course project, quizzes, midterm/final exam
3	Be able to implement a trading strategy in accordance with financial and business objectives.	PLO 5	ILO 4b, ILO 5b	Course project, quizzes, midterm/final exam

### **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.

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.