



Lincoln University

BA 465 – Investments: The Stock Market

COURSE SYLLABUS

Fall 2024

Professor: Prof. Michael Talan,
Lecture Schedule: Thursday, 3:30 PM – 6:15 PM
Credits: 4 units (3 units/45 lecture hours + 1 unit individual research project)
Level: Mastery 2/Research (M2R)
Office Hours: by appointment.
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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, indices, trading securities and options, convertible securities, mutual funds, investment banks, hedge funds, investment clubs, and dividend policy. Students learn trading mechanisms, tactics, and strategy as well as foundations of fundamental, technical, and sentimental analysis. A one-unit written research project and its oral presentation are required for the course. (4 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.
- Every student must complete an individual assigned course project (1 unit). The project requires 45 hours of self-study.

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	15%
Course project		15%
Individual research project		25%
Mid-term exam	In the middle of the course	15%
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 OUTCOMES¹

	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 1c, ILO 2c	Course project, quizzes, midterm/final exam
2	Be familiar with the modern trading approaches.	PLO 2	ILO 1c, ILO 2c, ILO 7c	Course project, quizzes, midterm/final exam
3	Demonstrate ability to conduct research required for formulation of sound investment strategy.	PLO 3	ILO 1c, ILO 6c	Individual research project
4	Be able to implement a trading strategy in accordance with financial and business objectives.	PLO 4	ILO 4c, ILO 5c	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.

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

INDIVIDUAL RESEARCH PROJECT (1 UNIT)

Each student registered for a 400-level course must complete a one-unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

WRITTEN REPORT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted
PRESENTATION				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	
<i>Style and Organization</i>	Presentation is clear, confident, and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.	
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise, and appropriate responses to all audience questions.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.	