



LINCOLN UNIVERSITY

BA 365 Investment: Stock Market

COURSE SYLLABUS

Department of Business and Economics

Fall, 2009

- Lecture Schedule:** Thursday, 12:30 PM – 3:15 PM
Credit: 3 units
Instructor: Prof. Sergey Aityan, DSc, PhD
Office Hours: Monday, 3:45 PM – 5:00 PM
Tuesday, 1:30 PM – 4:00 PM
Thursday, 3:45 PM – 5:00 PM
Students are advised to schedule appointments on the appointment list on the board at the professor's office that will ensure exact appointment time without waiting.
e-mail: aityan@lincolnuca.edu
☎: (510) 628-8016
- Textbook:**
- 1. Main Textbook:**
George A. Fontanills and Tom Gentile, The Stock Market Course, Publisher: Willey, 2001 (ISBN: 0-471-39315-0).
 - 2. Course lecture notes:**
Sergey Aityan, "Stock Market," the online course notes on <http://elearning.lincolnuca.edu>.
- Last Revision:** August 10, 2009

CATALOG DESCRIPTION

Stock Market course (BA365) offers in-depth survey of the stock market structure, operations, trading practices, strategy, and tactics. Topics include: NYSE, NASDAQ, and other regional and international exchanges; the stock trading process including market makers and OTC market; stock quotation, price averages and indexes; trading securities; trading options; dividend policies; equity analysis; convertible securities, mutual funds; trading strategies, tactics, and practices; stock market research and analysis; stock markets in global environment. (3 units)

COURSE OBJECTIVES

- Students to understand the concept, scope, 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.

THE COURSE STRUCTURE

The course is structured in the form of lectures, discussions, course project, home assignments, quizzes, midterm and final exams.

COURSE PROJECT

Every student must complete and submit the assigned project.

REQUIREMENTS

Every student must participate in an intensive classroom activity. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due.

Plagiarism will result in the grade “F” and a report to the administration.

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 to the given questions. The essay must be written 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 exams are neither “open book” nor “open notes.”

GRADING

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Project	Every week	20%
Mid-term exam	Second part of March	30%
Final exam	Last week of the course	30%

SCORING

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+

73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

COURSE SCHEDULE

Lectures	Topic	Chapters
1	(a) About the Course (b) The World of Stock	Ch. 1
2	Stock Exchanges and Indexes	Ch. 2
3	Fundamentals of Stock Trading	Ch. 3
4	Stock Trading Process	Ch. 4
5	Stock, Funds, and Alternatives	Ch. 5
6	(a) Investment Roadmap (b) Solving the Broker Dilemma	Ch. 6 Ch. 7
7	Mechanism of Stock Trading	Ch. 8
8	(a) Review (b) Midterm Exam	Ch. 1 - 8
9	(a) Key Statistics (b) Stock Research	Ch. 9 Ch. 10
10	Investment Strategies	Ch. 11
11	Critical Trading Approaches	Ch. 12
12	The Versatility of Options	Ch. 13
13	Advanced Options and Hedges	Ch. 14
14	(a) Options Trading Strategies (b) Course Project Presentation and Defense	Ch. 15
15	(a) Review (b) Comprehensive Final Exam	Ch. 1 - 15

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. An announcement of any changes will be made in a classroom.