



Lincoln University

BA 465 – Investment: Stock Market

COURSE SYLLABUS

Spring, 2011

Lecture Schedule: Tuesday, 3:30 PM – 6:15 PM
Credit: 3 units
Instructor: Prof. Sergey Aityan
Office Hours: Monday, 11:00 AM – 12:00 PM (noon)
Tuesday, 11:00 AM – 12:00 PM (noon)
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. Additional book (recommended for those who desires to learn more about technical analysis)**
Charles D. Kirkpatrick II and Julie R. Dahlquist
Technical Analysis: The Complete Resource for Financial Market Technicians, Second Edition, FT Press, 2010
ISBN-10: 0137059442
ISBN-13: 978-0137059447
- 3. Course lectures notes:**
Sergey Aityan, "Investment: The Stock Market," the online course notes on <http://elearning.lincolnuca.edu>.

Last Revision: January 5, 2011

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. A one-unit written research project and its oral presentation is a required part of the course. (4 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.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised exercises and business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity, must complete home tasks and course projects, and take quizzes and exams.

COURSE PROJECT

Every student must complete and submit the assigned project.

REQUIREMENTS

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing, home tasks, and “business case study” assignments will be made throughout the course. 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 AND SCORING

The final grade for the course consists of the following components weighted as 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%

All results of written test will employ a numerical scoring system that is convertible to grades 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-
66-69	D+
60-65	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. Announcements of any changes will be made in a classroom.