朝陽科技大學 091學年度第1學期教學大綱
Investment 投資學

當期課號	1768	Course Number	1768
授課教師	顏吉利	Instructor	YEN,GI LI
中文課名	投資學	Course Name	Investment
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	二十一世紀的今天，投資學是一門愈來愈重要的學科，其基礎概念不僅深入一般投資行爲中，還引導企業指向科學管理之途.本課程旨在介紹投資學基本學理及其實務概況，並酌予加入一些市場實例之探討，俾使同學培養專業投資知識之餘，還能提升學習興趣.	Objectives	In has been a decade of rapid and profound change in the investments industry. The basic principles remain important not only for individual investor but also for corporate finance. This course makes efforts to link theory to practice and will introduce the students to the current issues of concern.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁			
教學內容	本課程除了就投資相關理論作一深入淺出介紹外，希冀使同學們了解在進行個人投資或負責任職單位理財活動時，釐訂投資策略過程中應注意之要點與應把握之重點。基於上述構想，本課程講授重點涵蓋投資基本概念、股票價格之決定因素、選股暨擇時分析、公債訂價理論等課題。教材方面，除採用兼顧理論與實務之英文教科書外，並輔以若干篇有關台灣地區實証之學術論著。	Syllabus	This is an one-semester, three credits, elective course. The primary objective is to help students grasp an elementary, yet comprehensive, understanding of basic concepts in investment to meet the needs of professional requirement and personal financial planning. Topics include, but not limited to , （1）Introduction to Investment; （2）Determinants of Stock Prices; （3）Valuation Principles and Practice;（4）Stock Selection／Investment Timing;（5）Bond Analysis.

尊重智慧財產權，請勿非法影印。