# 朝陽科技大學 094學年度第2學期教學大綱
# Stock and Bond Market Investment 證券市場與投資

| | | | |
|---|---|---|---|
| 當期課號 | 1138 | Course Number | 1138 |
| 授課教師 | 黃寶慧 | Instructor | HUANG,PAO HUI |
| 中文課名 | 證券市場與投資 | Course Name | Stock and Bond Market Investment |
| 開課單位 | 企業管理系(四日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程綜合講演法、分組討論法、自學輔導法與觀摩訪談法一、課堂講授：證券市場理論探討與實務研析二、家庭作業：專題報告、剪報分析與金融市場日記表三、交易實務演算：各種證券市場商品買賣流程介紹與交易實務演算 | Objectives | My task has been to keep investments fresh and stimulating and to continue to offer students the most thorough survey of the investment environment available.This course will guide students toward understanding of securities market and investment related knowledge. It will cover the concept of securities market structure and instruments, advanced operation know-how about stocks, bonds, mutual funds, warrants, and depositary receipts, Selected homework and exercise include term-paper presentation . |
| 教材 | 教科書：Bodie,Kane,Marcus(2004),Introduction To Investments,The McGraw-Hill companies,1st Edition.(雙葉書廊有限公司，電話02-23684198)<br>參考書：1.吳壽山(2003)，證券市場理論與實務，財團法人中華民國證券暨期貨市場發展基金會。(電話:02-23971222) 2.劉憶如、李存修...(1999 )，證券市場，華泰書局。(電話:02-23773877)3.徐俊明(2004)，投資學理論與實務，福懋出版社。 電話: 02-23512587　02-23819277 | Teaching Materials | |
| 成績評量方式 | 1.作業20% 2.課堂表現20% 3.期中考30% 4.期末考30% | Grading | 1.Home work 20% 2.Class performance 20%<br>3.Middle term30% 4 Final exam 30% |
| 教師網頁 | | | |
| 教學內容 | 本課程除了保有投資本身的新鮮與刺激，而且提供學生們對投資環境的可行性作最全面性的審視。因此，本課程將引領學生學習證券市場與投資的相關知識，包括證券市場結構與各種證券工具之認識，進階地學習股票、債券、共同基金、認股權證以及存託憑證的操作知識。本課程要求學生做課後作業練習，並要求撰寫學期報告。 | Syllabus | My task has been to keep investments fresh and stimulating and to continue to offer students the most thorough survey of the investment environment available.This course will guide students toward understanding of securities market and investment related knowledge. It will cover the concept of securities market structure and instruments, advanced operation know-how about stocks, bonds, mutual funds, warrants, and depositary receipts, Selected homework and exercise include term-paper presentation . |

尊重智慧財產權，請勿非法影印。