朝陽科技大學 095學年度第1學期教學大綱
Investment 投資學

當期課號	3058	Course Number	3058
授課教師	李瑞琳	Instructor	LEE,RUEY LIN
中文課名	投資學	Course Name	Investment
開課單位	財務金融系(四進)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	課程主要針對基本投資理論與方法作一概括性的介紹與探討，給與學生一個富有學術根據的投資理念，讓學生有考究一些"市面"上流行的投資方式的獲利性。	Objectives	This course covers elements of investments, portfolio theory, fixed-income securities, securities analysis, and derivative assets with emphasis on investment environment and practice in Taiwan. Contents are correlated with analysis topics in other finance and investment courses.
教材	Reilly, Frank K. and Browm, Keith C. (2005), Essentials of Investment Analysis and Portfolio Management, ThomsonLearning,新陸書局代理	Teaching Materials	
成績評量方式	3 exams for each 30%	Grading	
教師網頁			
教學內容	本課程包含了敘述與理論兩大主軸,敘述層面討論現行的投資工具,而且探討美國與全球市場資本市場的目標和營運效果.理論層面則深入討論如何評估現有的投資和將來的機會,進而發展出自己的投資組合,以達成期望中的風險和報酬	Syllabus	the purpose of this course is to help you learn how to manage your money so that you will derive the maximun benefit from what you earn. to accomplish this purpose, you need to learn about the investment alternatives that are avialabe today, and what is important, to develop a way of analyzing and thinking about investments that will remain with you in the years ahead when new and different investment opportunities become available.

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