

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	3327	Course Number	3327
授課教師	楊坤鋒	Instructor	,
中文課名	投資學	Course Name	Investment
開課單位	會計系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程會先鎖定投資學的基本理論，接著再從總體分析，產業分析，公司分析直至技術分析。上課方式採理論與實務兩者並重之方式。	Objectives	In this class, we focus on investment analysis, which allows us to present the practical applications of investment theory, and to convey insights of practical value.
教材	徐俊明，「投資學理論與實務」，福懋出版社，2003年	Teaching Materials	
成績評量方式	期中：30% 期末：40% 平時：30%	Grading	mid term:30% final:40% ordinary:30%
教師網頁	-		
教學內容	本課程教學內容除了介紹投資理論，也重視實務，內容大致分為五大部份：第一為投資基礎概念，第二為報酬率模式及效率市場理論，第三為股價分析，第四為債券分析，第五為衍生性金融商品。	Syllabus	Not only to introduce the theory of investment, but also the practice exercise, the contents of this course is divided by five parts, the first is "the concept of investment", the second is "the capital asset pricing model and the arbitrage pricing theory", the third part is "analysis of stock price", the fourth part is "analysis of bond", the fifth part is "derivative product".

尊重智慧財產權，請勿非法影印。