朝陽科技大學 095學年度第2學期教學大綱
Seminar on Investment 投資學專題研討

當期課號	7096	Course Number	7096
授課教師	楊坤鋒	Instructor	,
中文課名	投資學專題研討	Course Name	Seminar on Investment
開課單位	會計系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	介紹基本會計交易處理與財務報表編製，以作爲日後研讀其他會計課程之基礎。	Objectives	This is a fundamental course to introduce basic concepts of how to deal with accounting transactions and how to prepare financial statements.
教材	1.徐俊明，投資學理論與實務，福懋出版社，2004.9 2.吳宗正，投資技術分析，華泰文化事業公司,2003. 3.Gregory F.Kishel, Patricia Gunter Kishel,"How to Start,Run,and Stay in Business".John Wiley and Sons,Inc. 3.	Teaching Materials	
成績評量方式	期中30% 期末40% 平常30%	Grading	Mid.E.30% Final E.40% Daily 30%
教師網頁			
教學內容	本教學課程內容共分五大篇：第一篇投資學基本基礎，以投資基本概念、金融商品及國內外證券市場爲主。第二篇爲報酬率模式及效率市場理論。第三篇爲股價分析。第四篇爲債券分析。第五篇爲衍生性金融商品。	Syllabus	The content of this course is divided by five parts.The first part is"The basis of investment,including the basic concept of investment,financial products,international and domestic stock market.The second part is "Rates of returns model".The third part is "Analysis of stock price".The fourth part is "Analysis os bonds".The fifth part is "Derivative products".

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