朝陽科技大學 096學年度第1學期教學大綱
Investment 投資學

當期課號	1077	Course Number	1077
授課教師	朱香蕙	Instructor	CHU,HSIANG HUI
中文課名	投資學	Course Name	Investment
開課單位	財務金融系(四日)三C	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	1.徐俊明著，投資學-理論與實務第六版，新陸書局 2."Essentials of Investments Analysis and Portfolio Management", by Reilly and Brown.	Teaching Materials	1.徐俊明著，投資學-理論與實務第六版，新陸書局 2."Essentials of Investments Analysis and Portfolio Management", by Reilly and Brown.
成績評量方式	期中考30% 平時成績 40% 期末考 30%	Grading	Midterm Exam 30% Homework+Participation 40% Final Exam 30%
教師網頁			
教學內容	本課程目的在建立學生對投資管理思考的能力，改善投資決策。本課程內容包括: 1. 證券投資導論 2. 金融投資工具 3. 證券市場 4. 報酬與風險 5. 權益證券:概念、評價與分析 6. 股票市場與交易實務 7. 債券:概念、評價與分析 8. 投資組合分析與管理 9. 衍生性金融商品與風險管理	Syllabus	This course is concerned with the concepts and analytical techniques applicable for identifying and solving Investment problems.Contents: 1. Introduction 2. The Investment Environment 3. Risk and Return 4. Security Analysis 5. Financial Analysis of Common Stocks 6. Fundamentals of Bond Valuation 7. Portfolio Analysis 8. Options, Futures and Other Derivatives

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