朝陽科技大學 096學年度第1學期教學大綱
Mutual Fund Management 基金管理

當期課號	3043	Course Number	3043
授課教師	張真卿	Instructor	CHANG,CHEN CHIN
中文課名	基金管理	Course Name	Mutual Fund Management
開課單位	財務金融系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	了解共同基金市場架構，基金商品種類、設計原理、行銷策略，並分析基金經理人操作管理基金的各種策略運作，進而研究影響共同基金市場行情的因素。本課程亦針對基金公司展業人員如何面對投資人，如何促銷，重點介紹基金的行銷實務。	Objectives	This course will guide students toward understanding of mutual fund market related knowledge . It will cover the concept of mutual fund market structure and instruments , advanced operation knowhow and investment strategy about open-end type fund 、 closed-end type fund and international funds . Selected homework and exercise include term-paper presentation and Taiwan mutual fund market study.
教材	1.共同基金投資指南 台灣廣廈出版 2.基金管理補充教材 自編	Teaching Materials	
成績評量方式	1.平常成績 30%, 2.期中報告30%, 4.期末考試40%	Grading	1. Quizes 30 % 2. Mid-term Report. 30 % 3. Final Exam 40 %
教師網頁	_		
教學內容	介紹國內外共同基金的種類與操作模式,並教導學生如何進行風險控管.同時以投資人及基金公司的不同角度,來探討基金管理的理論與實務.最後藉由基金經營實地訪查及基金模擬交易,進一步加強學生的實務經驗.	Syllabus	More than introducing varieties of domestic and foreign Mutual Fund's operation model, this course will instruct students to manage risk control. Studies include both Theory and Practice from the perspectives of investor as well as Mutual Fund Company. Finally, practical experiences are stregthened through both on-site ivestigation and "simulation-trading".

尊重智慧財產權，請勿非法影印。