朝陽科技大學 096學年度第2學期教學大綱
Financial Asset Management 金融資產與理財

當期課號	1199	Course Number	1199
授課教師	黃寶慧	Instructor	HUANG,PAO HUI
中文課名	金融資產與理財	Course Name	Financial Asset Management
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程結合金融管理理論與本土資產管理理論, 以簡明深動方法介紹各項熱門金融資產之特性與實用性,並說明各式理財組合之利弊得失與適用性, 以導讀個案方式, 將理財專題?續漸進, 拓展學生視野	Objectives	This course will combine with financial management theories and local assets management. During the course will introduce the characters and practical feasibility to each hot financial assets, and display the strength and weakness of the investment package. From the case study will explore students' visions and manage decision-making
教材	教科書：吳壽山(2003)，證券市場理論與實務，財團法人中華民國證券暨期貨市場發展基金會。 (電話:02-23971222) 參考書：1.劉憶如、李存修...(1999)，證券市場，華泰書局。 (電話:02-23773877)2.徐俊明(2004)，投資學理論與實務，福懋出版社。 電話: 02-23512587　02-23819277	Teaching Materials	
成績評量方式	1.作業20% 2.課堂表現20% 3.期中考30% 4.期末考30%	Grading	1.Home work 20% 2.Class performance 20% 3.Middle term30% 4 Final exam 30%
教師網頁			
教學內容	本課程除了保有投資本身的新鮮與刺激，而且提供學生們對投資環境的可行性作最全面性的審視。因此，本課程將引領學生學習證券市場與投資的相關知識，包括證券市場結構與各種證券工具之認識，進階地學習股票、債券、共同基金、認股權證以及存託憑證的操作知識。本課程要求學生做課後作業練習，並要求撰寫學期報告。	Syllabus	My task has been to keep investments fresh and stimulating and to continue to offer students the most thorough survey of the investment environment available.This course will guide students toward understanding of securities market and investment related knowledge. It will cover the concept of securities market structure and instruments, advanced operation know-how about stocks, bonds, mutual funds, warrants, and depositary receipts, Selected homework and exercise include term-paper presentation .

尊重智慧財產權，請勿非法影印。