

朝陽科技大學 096學年度第2學期教學大綱
Stock and Investment 證券與投資

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| 當期課號 | 9112 | Course Number | 9112 |
| 授課教師 | 鄧迺鏞 | Instructor | TENG, NAI YUNG |
| 中文課名 | 證券與投資 | Course Name | Stock and Investment |
| 開課單位 | 跨院通識(進) | Department | |
| 修習別 | 選擇必修 | Required/Elective | Intercollegiate General Education Topics |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程教學內容採深入淺出方式，引導同學了解證券投資概念，同時搭配個案實務應用並藉由證券商線上下單軟體學以致用，以期理論與實務結合培養正確的證券投資行為。 | Objectives | The object of this lecture is to learn the framework of stock investment , including primary academic theory and empirical analysis. Through actual case study, we hope that students could apply the text material to actual situation. |
| 教材 | 證券投資分析 張上財 著 五南出版 | Teaching Materials | |
| 成績評量方式 | 平常成績30%、期中報告30%、期末報告40% | Grading | Seminar 30% Middle Report 30% Terminal Report 40% |
| 教師網頁 | - | | |
| 教學內容 | 本課程教學內容採淺顯易懂方式，引導同學初步認識投資概念，同時搭配講義應用實際個案學以致用，以期能達理論與實務結合之目標。 | Syllabus | The object of this lecture is to learn the framework of financial management, including primary academic theory and empirical analysis. Through actual case study, we hope that students could apply the text material to actual situation. |

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