朝陽科技大學 097學年度第1學期教學大綱
Stock and Investment 證券與投資

當期課號	0194	Course Number	0194
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(日)	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爲。	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	操盤手的指南針 董鍾祥 著 聚財資訊出版 02-22252838	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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