

朝陽科技大學 098學年度第1學期教學大綱
Investment 投資學

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| 當期課號 | 3057 | Course Number | 3057 |
| 授課教師 | 吳明義 | Instructor | WU, MING YI |
| 中文課名 | 投資學 | Course Name | Investment |
| 開課單位 | 財務金融系(四在)三B | 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) 投資學, 徐俊明 著, 新陸書局出版, 97年初版. (2) 「投資學原理」, 徐燕山 著, 東華書局出版 | Teaching Materials | (1) Essentials of Investments, 徐俊明 著, 新陸書局出版, 97年初版. (2) Essentials of Investments, Bodie, Kane and Marcus, 4th, McGrawHill |
| 成績評量方式 | 1. 期中考40% 2. 期末考40% 3. 課堂參與20% | Grading | 1. Midterm Test 40% 2. Final Exam. 40% 3. Class Participation 20%. |
| 教師網頁 | - | | |
| 教學內容 | 本課程提供修課學生有關如股票及債券基本之投資理論介紹，幫助學生瞭解如何去分析相關之證券與確定適當的投資組合 | Syllabus | The course provides students knowledge about investing in securities such as stocks and bonds. It is intended to provide an understanding of how to analyze these securities, how to determine whether your investment portfolio is appropriate. |

尊重智慧財產權，請勿非法影印。