朝陽科技大學 099學年度第1學期教學大綱
Investment 投資學

當期課號	1014	Course Number	1014
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	投資學	Course Name	Investment
開課單位	財務金融系(四日)三A	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.Investment Bodie, Kane,and Marcus 2009 7th Edition McGraw Co.. 2. Economist	Teaching Materials	1.Investment Bodie, Kane,and Marcus 2009 7th Edition McGraw Co.. 2. Economist
成績評量方式	期中與期末考各30%,平常成績40%	Grading	Midterm &financial test 30%, Common presentation 40%
教師網頁			
教學內容	1 投資環境 2 財務分析 3 證券分析 4 共同基金與其它投資工具 5 期望值 6 報酬與風險 7 投資組合 8 投資組合評估 9 資本資產訂價模式 10證券實證 11選擇權 12投資心理與行爲 13預期報酬 14利率理論 15期貨 16國際化與風險分散	Syllabus	Week1 The Investment Environment: Macroeconomic and Industry Analysis. Week 2 Financial Statement Analysis: Asset Classes and Financial Investments Week 3 Security Analysis: How Securities are Traded Week 4 Mutual Funds and Other Investment Methods Week 5 Estimating Expected Returns. Week 6 Learning about Return and Risk from the Historical Record Week 7 Portfolio Analysis: The Characteristics of the Opportunity Set Under Risk. 8. Week 8 Evaluation of Portfolio Performance: Evaluation of Security Analysis, week Portfolio Management Revisited. Week9 Midterm test Week 10 The Capital Asset Pricing Model, the Efficient Market Hypothesis Week 11 Empirical Evidence on Security Returns Week 12 Options Markets: Introduction, Option Valuation, Futures Markets, and Risk week Management Week 13 Estimating Expected Returns. Week 14 Behavioral Finance and Investor Decision Making Week 15 Interest Rate Theory Week 16 Financial futures. Week 17 International diversification. Week 18 Final test

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