

朝陽科技大學 099學年度第1學期教學大綱
Special Topics of Investment 投資學專題

當期課號	7068	Course Number	7068
授課教師	王言	Instructor	
中文課名	投資學專題	Course Name	Special Topics of Investment
開課單位	保險金融管理系碩士班一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	<ol style="list-style-type: none"> 1. 提供完整的財務理論知識 2. 具備對在大眾媒體或是專業財金雜誌中所刊載的議題有足夠的判斷能力 3. 具備證券相關產業中高階從業人員之高道德素養 4. 能對政府政策所造成的衝擊對公司及客戶作出建議 	Objectives	<ol style="list-style-type: none"> 1. Offering complete financial theory knowledge. 2. Having sufficient judgment on the issues published in mass media or professional financial magazines. 3. Having high morality qualities of medium- and high-ranking personnel in securities industries. 4. Able to give suggestions on impacts companies and customers by government's policies.
教材	隨堂筆記,個案分析	Teaching Materials	Taking notes,case study
成績評量方式	簡報作業(期中、期末)	Grading	Presentations(mid-term,final)
教師網頁	http://lms.ctl.cyut.edu.tw/2005053		
教學內容	<ol style="list-style-type: none"> 1.資本市場介紹 2.市場分析 3.產業分析 4.財務分析 5.技術分析 	Syllabus	<ol style="list-style-type: none"> 1.Introduction to captial market 2.Market analysis 3.Industry analysis 4.Financial analysis 5.Chart analysis

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