朝陽科技大學 099學年度第2學期教學大綱
Financial Asset Management 金融資產與理財

當期課號	1175	**Course Number**	1175
授課教師	楊宏昌	**Instructor**	YANG,HUNG CHANG
中文課名	金融資產與理財	**Course Name**	Financial Asset Management
開課單位	企業管理系(四日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	本課程結合金融管理理論與本土資產管理理論, 以簡明深動方法介紹各項熱門金融資產之特性與實用性,並說明各式理財組合之利弊得失與適用性, 以導讀個案方式, 將理財專題?續漸進, 拓展學生視野	**Objectives**	This course will combine with financial management theories and local assets management. During the course will introduce the characters and practical feasibility to each hot financial assets, and display the strength and weakness of the investment package. From the case study will explore students' visions and manage decision-making
教材	1.補充資料及指定用書 2.銀行開放客戶索取之各項商品申請書	**Teaching Materials**	1.Complementary data and specific books. 2.The application of the bank.
成績評量方式	1.簡報30% 2.書面資料繳交20% 3.出席率及課程參與20% 4.筆試30%	**Grading**	1.Presentation 30% 2.Report 20% 3.Class participation 20% 4.Examination 30%
教師網頁	_		
教學內容	1.金融資產介紹 2.理財介紹 3.如何運用金融資產 4.風險管理探討	**Syllabus**	1.Interduction of financial assets. 2.Interduction of money management. 3.How to use financial assets for manage money ? 4.Risk management discus.

尊重智慧財產權，請勿非法影印。