



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION
COURSE OUTLINE – FALL 2017
BA 2730 PERSONAL INVESTING – 3 (3-0-0) 45 HOURS

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Office Hours: Tues. & Thurs. 10:00 am – 11:20 am

CALENDAR DESCRIPTION: This course offers an overview of the customers and products involved in the financial marketplace. It introduces the student to client objectives and types. Securities, financial markets, and investment portfolios are also examined. A review of mutual funds is undertaken focusing on the different types of funds, their fees and services, and how to select a fund.

PREREQUISITE(S)/COREQUISITE: BA 1050

REQUIRED TEXT/RESOURCE MATERIALS:

Fundamental of Investments: Valuation and Management E-Text
8th edition, McGraw-Hill Ryerson. Jordan, Miller and Dolvin

All students must have access to **Connect**. You must have an access code in order to gain access to the online resources. McGraw-Hill Connect™ is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. Instructions to do this are available in the Welcome Module.

All students must have access to **Stock Trak**. You must have an access code in order to gain access to the online resources. Stock Trak is a web-based investment simulation platform that gives students the means to better connect with their coursework. Several assignments will be performed through Stock Trak. Instructions to do this are available in the Welcome Module.

Sharp EL - 738 Calculator

DELIVERY MODE(S): BA 2730 consists of three hours of lecture.

COURSE OBJECTIVES:

The objective of this course is to help you understand the investments field as it is currently understood, discussed, and practiced so that you can make sound investment decisions that will enhance your economic welfare. Key concepts are presented to provide an appreciation of the theory and practice of investments.

LEARNING OUTCOMES:

- The student will be able to define investment and discuss what it means to study investments
- The student will be able to calculate the return on an investment using different methods.
- The student will be able to identify various types of securities.
- The student will be able to identify various types of securities brokers and brokerage accounts.
- The student will be able to calculate initial and maintenance margin.
- The student will be able to explain why risk and return are the two critical components of all investing decisions.
- The student will be able to explain the key factors that affect the investment decision process.
- The student will be able to state the major types of mutual funds and give their features.
- The student will be able to compare how the performance of investment funds is measured.
- The student will be able to apply the basic dividend discount model.
- The student will be able to apply the two-stage dividend growth model.
- The student will be able to apply the residual income and free cash flow models.
- The student will be able to explain how expected return and risk for securities are determined.
- The student will be able to explain the foundations of market efficiency.
- The student will be able to explain the implications of the forms of market efficiency.
- The student will be able to describe the effect of risk-free borrowing and lending on the efficient frontier.
- The student will be able to separate total risk into systematic and non-systematic risk.
- The student will be able to explain capital market theory and the capital asset pricing model.
- The student will be able to calculate the price of a bond.
- The student will be able to explain the bond valuation process.
- The student will be able to calculate major bond yield measures, including yield to maturity, yield to call and horizon return.

TRANSFERABILITY:

- [Athabasca University: FNCE 249 \(3\)](#)
- [DeVry Institute of Technology - Calgary: FIN 2TR \(3\)](#)
- [MacEwan University: FNCE 2xx \(3\)](#)
- [University of Lethbridge, The: MGT 2xxx \(3\)](#)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Homework (8 homework assignments @ 0.5% each)	4%
Stock-Trak Assignments (6 @ 1% each)	6%
Quizzes (5 @ 2% each)	10%
Exam #1	20%
Exam #2	22%
Final Exam	<u>38%</u>
	100%

Assignment, Quiz and Exam Policies:

Assignments

- There will be 8 CONNECT homework assignments dispersed throughout the semester (see schedule for dates). Each homework assignment will be worth 0.5% of the student's final grade, regardless of the length of the assignment. The student will have a maximum of 2 attempts at each assignment.
- The CONNECT assignments will be marked immediately and the student will receive their grade immediately. Corrections for the attempted assignment will be made available immediately for the student.
- There will be 6 Stock-Trak assignments dispersed throughout the semester (see schedule for dates). Each assignment will be worth 1% of the student's final grade, regardless of the length of the assignment.
- The Stock-Trak assignments must be completed in accordance with rules set for each exercise.
- All assignments must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed assignments.

Quizzes

- Each chapter covered in the text(s) will have an associated quiz that the students must complete.
- The quizzes will mostly be theory based multiple choice questions, each worth one mark.
- It is imperative for the student to study and complete the questions at the back of each chapter to be successful at these quizzes.
- There will be 5 quizzes that will account for 10% of the student's final grade (5 @ 2% = 10%). See CONNECT or your detailed course schedule for the breakdown of the quizzes.

- The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date.
- All quizzes must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed quizzes (see schedule for dates).
- Once the quiz has been started, you must complete the entire quiz within the 60-minute time limit. Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection when attempting an exam. This is the responsibility of the student, not the instructor.**
- The student will be given two attempts at each quiz.
- Assignments, quizzes and exams will be written as scheduled. No rewrites will be given. If there is an excusable absence, the weighting of the missed exam will be added to the final exam weighting. If the absence is not excusable, a grade of 0% will be given.
- Any exam or assignment mark that a student may wish to contest must be done so within 5 business days after the exam/assignment has been marked. Any exams/assignments contested after this time frame will not be given consideration.
- In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom, resulting in a marked absence....i.e. excessive/disruptive talking, texting, taking phone calls, ect.
- Students are expected to demonstrate professional conduct for the duration of the course. Some aspects of this include the following: attending each class and arriving on time, restricting discussions in class to the current course material, keeping mobile phones in the “off” or “silent” modes, and not placing or answering calls, text messages, or emails during class time. Unprofessional conduct is disruptive to the learning environment and makes mastering the course material more difficult for all students. If behavior is deemed to be disruptive to the classroom environment, the student will be required to leave.
- Photographing and/or recording course content is strictly prohibited.
- Final examinations will be scheduled by the registrar’s office. **Do not plan any activities during examination week.**

GRADING CRITERIA:

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE / TENTATIVE TIMELINE:

Date	Chapter Covered	Homework See CONNECT for Due Dates	Quizzes See CONNECT for Due Dates	Stock-Trak Exercises	Exams
Aug. 30 th – Sept. 1 st	Ch. 1	✓			
Sept. 4 th – 8 th Labour Day Sept. 4th	Ch. 1	✓			
Sept. 11 th – 15 th	Ch. 2	✓	Quiz #1 Due Date Sept. 17 th		
Sept. 18 th – 22 nd	Ch. 3	✓		Exercise #1 Due Date Sept. 22 nd	
Sept. 25 th – 29 th	Ch. 4	✓	Quiz #2 Due Date Sept. 29 th	Exercise #2 Due Date Sept. 29 th	
Oct. 2 nd – 6 th	Ch. 5	✓			Exam #1 Oct. 2nd
Oct. 9 th – 13 th Thanksgiving Oct. 9th	Ch. 5	✓		Exercise #3 Due Date Oct. 13 th	
Oct. 16 th – 20 th	Ch. 6	✓		Exercise #4 Due Date Oct. 20 th	
Oct. 23 rd – 27 th	Ch. 6	✓	Quiz #3 Due Date Oct. 29 th		
Oct. 30 th – Nov. 3 rd	Ch. 7			Exercise #5 Due Date Nov. 3 rd	
Nov. 6 th – 10 th Fall Break Nov. 10th – 13th	Ch. 8		Quiz #4 Due Date Nov. 13 th		
Nov. 13 th – 17 th	Ch. 9				Exam #2 Nov.17th
Nov. 20 th – 24 th	Ch. 9	✓			
Nov. 27 th – Dec. 1 st	Ch. 10	✓		Exercise #6 Due Date Dec. 1 st	
Dec. 4 th – 7 th	Ch. 10	✓	Quiz #5 Due Date Dec. 6 th		
Dec. 9 th – 19 th					Final Exam

STUDENT RESPONSIBILITIES:

Academic Regulations

Debarred From Exams

“You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive or if significant parts of required assignments or lab work are not completed.” **The definition of excessive absences in this class will be more than 4 absences.**

- **It is the student’s responsibility to arrive on time and remain for the duration of scheduled classes and related activities.**
- **It is the student’s responsibility to respect the instructor’s right to enforce the attendance requirements for the course.**
- **It is the student’s responsibility to respect the instructor’s right to determine the course content, instructional methodology, evaluation procedures and the frequency of evaluation within the guidelines set for the course and approved by the department.**
- **It is the student’s responsibility to respect the instructor’s right to set deadlines for assigned work, to expect assignments to be submitted at the times specified, and to establish penalties for failure to comply with deadlines.**
- **It is the student’s responsibility to respect the instructor’s right to expect assignments to be neatly presented (typed or, if hand-written, double spaced) with appropriate identification (name, student number, course title).**
- **It is the student’s responsibility to respect the instructor’s right to expect that any work submitted by a student is his/her own. It is the student’s obligation to know what plagiarism and other forms of cheating are, and to know the consequences.**
- **It is the student’s responsibility to write tests and final examinations at the times scheduled by the instructor or the Office of the Registrar.**
- **It is the student’s responsibility to complete course work and assignments missed when absent. Participation in optional activities such as athletic events or student exchanges, etc. does not reduce the student’s academic responsibility.**
- **It is the student’s responsibility to familiarize him/herself with the procedures to be followed when writing College examinations.**
- **It is the student’s responsibility to respect the instructor’s right to appropriate classroom deportment by all students. Should a student be disruptive and/or disrespectful, the instructor has the right to take action to exclude the disruptive student from learning**

Academic Grievance

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at www.gprc.ab.ca.

Copyright

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

Academic Dishonesty

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

****Note:** all Academic and Administrative policies are available on the same page.