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Course Specifications

Course Title:	Principles of Investment
Course Code:	FIN350
Program:	Bachelors in Finance (BS)
Department:	Finance
College:	College of Business Administration
Institution:	Prince Sultan University

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A. Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Junior
4. Pre-requisites for this course (if any):	FIN301
5. Co-requisites for this course (if any):	NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	40	0
2	Blended	5	
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	
Other Learning Hours*		
1	Study	20
2	Assignments	20
3	Library	10
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This is an intermediate course in Finance that, first of all, presents financial markets' role, functioning and instruments (traditional and derivatives). Second, the central question of price formation is addressed: are securities fairly priced? The answer to that question determines the strategies used by investors. There are two cases: If investors believe that prices are fair, they will play passive strategies. Whereas when investors believe that the pricing process is

not fair, they will try to catch up with investment opportunities by executing active investment strategies. Along with that, fundamental and technical analysis validity is assessed with regard to portfolio performance and asset valuation. Finally, the efficient market hypothesis is presented in terms of issues, anomalies and implications. Behavioral finance will be introduced if time permits.

2. Course Main Objective

To examine how people should make investment and speculative decisions. Pure investment decision is made in the belief that security prices are "fair", that prices are what they should be given their risks. This investment decision results in **passive trading** strategies (relatively long-term) by focusing on obtaining an appropriate level of portfolio risk and return. In contrast, pure speculative investment decision is made in the belief that security prices might be (at least in the short-term) "incorrect" - that they might provide a return higher or lower than they should, given a security's risk. This investment decision results in **active trading** strategies by focusing on relatively short-term portfolio performance. In this course we take a journey through the concepts and techniques associated with each approach.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Recognize the theoretical knowledge related to fundamental of investments and its usage	PLO 1&3b
2	Skills :	
2.1	Compare the different types of investments and markets were these investments are trade	PLO 1, 2 &3a
2.2	Estimate risk-return characteristics of individual stocks and portfolios and chose the various type of investment.	PLO 2, 3a, 3b, 4, &5
2.3	Calculate the market value of mutual funds and its application	PLO 3a, 3b, 4, &5
3	Competence:	
3.1	Apply the concept of Market efficiency and Capital Asset Pricing Model	PLO 2, 3a, 3b, 4, &5
3.2	Demonstrate good communication and numerical skills primarily through assignments as well as classroom discussions and report writing.	PLO 4

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to investments	3
2	Chapter 2: Securities Markets and Transactions	3
3	Chapter 2: Securities Markets and Transactions	3
4	Chapter 3: Investment Information and Securities Transactions	3
5	Exercises & Problems	3

6	Chapter 4: Return and Risk	3
7	Chapter 4: Return and Risk	3
8	Chapter 12: Mutual Funds and Other Investment Companies	3
9	Chapter 12: Mutual Funds and Other Investment Companies	3
10	Chapter 5: Modern Portfolio Concept	3
11	Chapter 5: Modern Portfolio Concept	3
12	Chapter 9: The Efficient Market Hypothesis	3
13	Exercises & Problems	3
14	Project presentation	3
15	Revision	
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Recognize the theoretical knowledge related to fundamental of investments and its usage	Students will read critically each chapter content; take notes during each lecture; be able to identify and illustrate key investments' finance concepts. Besides, they will uncover the different methods for evaluating investment opportunities; apply and evaluate modern and latest models in finance	Major exam, final examination, group presentation
2.0	Skills		
2.1	Compare the different types of investments and markets were these investments are trade	Students will read critically each chapter content; take notes during each lecture; be able to identify and illustrate key investments' finance concepts. Besides, they will uncover the different methods for evaluating investment opportunities; apply and evaluate modern and latest models in finance for portfolio management	Major exam, final examination, group presentation
3.0	Competence		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Apply the concept of Market efficiency and Capital Asset Pricing Model	Competency skills are cultivated to help students develop an academic and professional ability to succeed in financial settings. Precisely, they will solve quantitative problems, learn how to perform portfolio construction and analysis; use statistics for that.	Major exam, final examination, group presentation
3.2	Demonstrate good communication and numerical skills primarily through assignments as well as classroom discussions and report writing.	Skills are cultivated to help students develop an academic and professional ability to succeed in financial settings. Precisely, they will solve quantitative problems, learn how to perform portfolio construction and analysis; use statistics for that.	
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2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1, Feb11	W4	5%
2	Major 1, March 3	W7	20%
3	Major 2, April 7	W12	20%
4	Class Assignments, Class Participation, Field visit & Guest Speaker (to be announced)	W13	5%
5	Project Submission and Presentation, April 14, Tuesday	Week 14	10%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The instructor allocates 3-4 hours of face-to-face meeting per week to discuss problems encountered by the students. Instructor also makes use of emails as a medium of communication with the students.

Other than that, the instructor also acts as an advisor to the advisees giving advise related to academic matters for instances: course registration and others.

At the university level, there are adequate tutorial assistance and academic counseling to assist students with academic problems.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Fundamentals of Investing, 13th edition, Pearson
Essential References Materials	1. Investments, Bodie, Kane & Markus, Investments, 10th Ed. McGraw Hill. Recommendation: work with the textbook companion Web site: www.mhhe.com/bkm 2, Essentials of Investment by Bodie, Kane & Markus, 9th Ed. McGraw Hill.
Electronic Materials	Business Week, Financial Times, WSJ, Arab news Tadawul, CMA and SAMA websites
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Size of classroom must occupy maximum up to 25 students Classroom with projector, computer, whiteboard, internet or WIFI
Technology Resources (AV, data show, Smart Board, software, etc.)	Internet access, Smart-Board
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NIL

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Student's evaluation survey (SES)
Quality of learning resources	Students & Peer Reviewer	Focus group discussion
Extent of achievement of course learning	Chairperson	Class Observation and general feedback

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	<i>Aykehasaw</i>
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Reference No.	AY19/20 – 5 – 192/1
Date	26/3/2020