

Date Prepared: April 5, 2004

New       Revised  
(Check One)

## COURSE OUTLINE

Effective Date: Fall 2004

1. **COURSE PREFIX NUMBER:** FIN 95      **CREDIT HOURS:** 1
2. **COURSE TITLE:** Introduction to the Stock Market
3. **PREREQUISITES:** None
4. **COURSE DESCRIPTION:** Provides an intensive study of the equities markets and the approaches that successful investors use to pick stocks. Topics include goal-setting and successful strategies; protecting profits and limiting losses; understanding investment risk and market psychology; stock selection techniques, stock classifications, market cycles, investment portfolio construction and diversification, tracking and measuring stock performance. Lecture 1 hour per week.
5. **CONTENT:** (Major Headings)
  - a. Introduction to stock markets and strategies for investment.
  - b. Stock selection techniques in both up and down markets.
  - c. Coverage of stock classifications – growth, income, cyclical, interest-sensitive and defensive.
  - d. Investment diversification techniques including coverage of mutual funds, preferred stocks and bonds, stock IPO's (new issues), options and margin, etc.
  - e. Coverage of tracking and measuring techniques and practices regarding stock performance.
  - f. Discussion of monetary and fiscal policy o portfolios and investment decisions.
6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to:

  - a. Demonstrate knowledge of the equities markets – stock, bond, commodities, and be familiar with investor approaches to stock or securities selection.
  - b. Understand investment risk and market psychology as it relates to stock selection, portfolio construction and performance tracking.
  - c. Cite why one should invest in stocks, be knowledgeable of and able to interpret market behavior – trends and cycles.
  - d. Construct an investment portfolio combining short and long-term investment goals.