



# Business Administration

Course Number:	<b>BUAD 450</b>
Course Title:	<b>INVESTMENT MANAGEMENT</b>
Credits:	3
Calendar Description:	In this course students will gain the knowledge and skills required for success as an investment professional or an individual investor. Topics include investment and portfolio theory, techniques for security analysis (fundamental and technical), valuation and management of various investment products, international investing, and portfolio management and performance evaluation. Careers and ethics in investment management will be discussed. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Fall 2015</b>
Prerequisite(s):	BUAD 350, and third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	May 2002
EDCO Approval:	
Chair's Approval:	Signature

**Professor**

Name	Phone number	Office	Email
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**Learning Outcomes**

Upon completion of this course students will be able to

- formulate Investment Policy Statement and make asset allocation decisions for individual and institutional investors.
- apply the valuation theory to a range of investments.
- apply macro-analysis and micro-valuation of the stock market; conduct industry analysis, company analysis, and stock valuation.
- apply technical analysis in stock and bond valuation.
- formulate equity portfolio management strategies.
- formulate bond portfolio management strategies.
- evaluate equity and bond portfolios with various techniques.

**Course Objectives**

This course will cover the following content:

\*See weekly schedule.

**Evaluation Procedure**

<b>Option 1</b>	
Investment Practice	30%
Quizzes	10%
Exam #1	30%
Exam #2	30%
Total	100%
<b>Option 2</b>	
Securities Analysis	30%
Quizzes	10%
Exam #1	30%
Exam #2	30%
Total	100%
<b>Option 3</b>	
Quizzes	10%
Exam #1	45%
Exam #2	45%
Total	100%

**Notes**

In order to pass this course, the student must obtain a weighted average of 50% or higher on two exams and quizzes. There will be no make-up or supplementary exams. Class attendance is required and active class participation/contributions are expected.

**Investment Practice**

The investment practice component requires students to participate in the StockTrak Global Portfolio Simulations. It is evaluated based on a written investment report and an oral presentation. The investment report should reflect the student's knowledge of securities analysis and portfolio management. It should include the following sections:

- Investment policy statement and asset allocation
- Transaction history and justifications for each transaction (provide company names)
- Final holdings of the portfolio and the final rank in the competition
- An essay stating what has been learned from the competition

**Securities Analysis**

The securities analysis component requires students to conduct an industry or company analysis. It is evaluated based on a written report and an oral presentation. The written report should follow the examples in the textbook (no more than 10 pages excluding appendices).

**Required Texts/Resources**

Investment Analysis and Portfolio Management (10th ed), Selected Chapters, Reilly & Brown, Nelson Education, 2013. ISBN-13: 978-0-17-656083-6.

Additional readings will be distributed in class or posted on Moodle.

## Course Schedule

Date		Topic	Textbook
		Tues. Sept 8 College-wide Orientation Day Wed. Sept 9 Classes begin Mon. Oct 12 Thanksgiving Day – no classes Wed. Nov 11 Remembrance Day – no classes Thur. Dec 10 Last day of regularly scheduled classes	
Sept	11	Asset Allocation	Ch 2
	18	Analysis of Financial Statements	Ch 10
	25	An Introduction to Security Valuation	Ch 11
Oct	2	Microanalysis and Micro valuation of the Stock Market	Ch 12
	9	Industry Analysis	Ch 13
	16	Company Analysis and Stock Valuation	Ch 14
	23	Company Analysis and Stock Valuation (continued) <b>Exam #1</b>	Ch 14
	30	Technical Analysis	Ch 15
Nov	6	Equity Investment Strategies	Ch 16
	13	Bond Portfolio Strategies	Ch 19
	20	Bond Portfolio Strategies (continued) Evaluation of Portfolio Performance	Ch 19 Ch 25
	27	Evaluation of Portfolio Performance (continued)	Ch 25
Dec	4	Professional Money Management, Alternative Assets, and Industry Ethics Code of Ethics and Standards of Professional Conduct Investment Report and Securities Analysis Presentations <b>Exam #2</b>	Ch 24 Appendix B
Dec	4	Investment and Securities Analysis Reports Due	
	12 - 22	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.