



# Lincoln University

## BA 465 – Investments: The Stock Market

### COURSE SYLLABUS

Spring 2019

**Professor:** Prof. Sergey Aityan, PhD, DSc  
**Lecture Schedule:** Monday, 3:30 PM – 6:15 PM  
**Credits:** 4 units (3 units/45 lecture hours + 1 unit individual research project)  
**Level:** Mastery 2/Research (M2R)  
**Office Hours:** Monday, 11:15 AM – 12:15 PM  
Tuesday, 11:15 AM – 12:15 PM  
Additional office hours by appointment.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016

**Textbooks:** Sergey K. Aityan (2016). *Stock Market Investment*, CreateSpace, ISBN-13: 978-1536817904  
ISBN-10: 1536817902

**Last Revision:** August 8, 2019

### CATALOG DESCRIPTION

In-depth survey of stock market including nature of stocks, stock exchanges, indices, trading securities and options, convertible securities, mutual funds, investment banks, hedge funds, investment clubs, and dividend policy. Students learn trading mechanisms, tactics, and strategy as well as foundations of fundamental, technical, and sentimental analysis. A one-unit written research project and its oral presentation are required for the course. (4 units)

Prerequisite: BA 303

### COURSE OBJECTIVES

- Students to understand the concept, scope, and fundamentals of securities market.
- Students to understand operations, quotations, and trading techniques in the stock market.
- Students to understand stock market research and analysis sources, methods, and techniques.
- Students to understand stock market investment strategy and tactics.
- Students to understand the specifics of global environment and its impact on stock markets around the globe.

**COURSE PROJECTS**

- Every student who is enrolled for 4 units must complete, submit, and present the assigned group course project. Students, who are enrolled for 1 unit, may skip this group project.
- Every student must complete an individual assigned course project (1 unit). The project requires 45 hours of self-study.

**ATTENDANCE**

- Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.
- Students, who are enrolled with 1 unit, may not attend regular classes but complete, submit, and defend an individual course project.

**EXAMS**

Both, midterm and final exams are structured as written essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

No exams are required for students enrolled in 1-unit course.

**GRADING AND SCORING**

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	10%
Group course project		15%
Individual research project		25%
Mid-term exam	In the middle of the course	25%
Final exam	Last week of the course	25%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for other activities.

The grade for the 1-unit course will be based only the individual course project and no exams.

**NO MAKE-UP WORK**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

**COURSE SCHEDULE**

Lectures		Topic	Chapters
#	Date		
1	Aug. 19	(a) About the Course (b) Corporations and Stocks	Ch. 1
2	Aug. 26	Stock Exchanges, Indices, Brokerage, and Brokers	Ch. 2
	Sep. 2	Labor Day – No Classes	
3	Sep. 9	Stock Trading Transactions and Positions	Ch. 3
4	Sep. 16	Order Types and Mechanisms of Stock Trading	Ch. 4
5	Sep. 23	Stocks Research and Analysis	Ch. 5
6	Sep. 30	Fundamental Analysis	Ch. 6
7	Oct. 7	Foundations of Technical Analysis	Ch. 7
8	Oct. 14	Advanced Technical Analysis	Ch. 8
9	Oct. 21	Midterm Exam	Ch. 1 - 8
10	Oct. 28	Sentimental Analysis and Behavioral Investment	Ch. 9
11	Nov. 4	Options	Ch. 10
	Nov. 11	Veterans Day – No Classes	
12	Nov. 18	Long and Short Options	Ch. 11
13	Nov. 25	Comprehensive Final Exam	Ch. 1 - 11
14	Dec. 2	Course Project Presentation and Defense	

**CHEATING AND PLAGIARISM**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- plagiarism;
- copying or attempting to copy from others during an examination or on an assignment;
- communicating test information with another person during an examination;
- allowing others to do an assignment or portion of an assignment;
- using a commercial term paper service.

Cheating or plagiarism will result in zero points and letter grade F for an assignment, project, or exam and a report of the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

**LETTERS OF RECOMMENDATION**

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade “A” for the course.

**CENTER FOR TEACHING AND LEARNING**

Assignments and projects require students to actively use resources of the library. A detailed guide to business resources of the library as well as the description of Lincoln

University approach to information literacy are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment
1	Develop a deep understanding of stock market processes in order to formulate an effective risk management strategy.	PLO 1	ILO 1c, ILO 2c	Course project, quizzes, midterm/final exam
2	Be familiar with the modern trading approaches	PLO 2	ILO 1c, ILO 2c, ILO 7c	Course project, quizzes, midterm/final exam
3	Demonstrate ability to conduct research required for formulation of sound investment strategy	PLO 3	ILO 1c, ILO 6c	Individual research project
4	Be able to implement a trading strategy in accordance with financial and business objectives	PLO 4	ILO 4c, ILO 5c	Course project, quizzes, midterm/final exam

### MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).