



LINCOLN UNIVERSITY

BA 298 I – Special Topics in Business: The Stock Market

Spring 2014 Course Syllabus

Lecture Schedule: Thursday, 3:30 PM – 6:15 PM
Credit: 3 units (45 lecture hours)
Instructor: Prof. Sergey Aityan
Office Hours: Monday, 11:15 AM – 12:15 PM
Thursday, 11:15 AM – 12:15 PM
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.
E-mail: aityan@lincolnuca.edu
Phone: (510) 628-8016

Textbook: **1. Course lectures notes:**
Sergey Aityan, "Investment: The Stock Market," the online course notes on <http://elearning.lincolnuca.edu>.

2. Main textbook:
George A. Fontanills and Tom Gentile, The Stock Market Course,
Publisher: Wiley
ISBN-10: 0471393150
ISBN-13: 978-0471393153

3. Additional and optional book (recommended for those who want to learn more about technical analysis)
Charles D. Kirkpatrick II and Julie R. Dahlquist
Technical Analysis: The Complete Resource for Financial Market Technicians, Second Edition, FT Press, 2010
ISBN-10: 0137059442
ISBN-13: 978-0137059447

4. Additional and optional book (recommended for those who want to learn more about nature of investment decisions)
Nassim Nicholas Taleb
The Black Swan: The Impact of the Highly Improbable: With a new section: "On Robustness and Fragility," Random House Trade, 2nd edition, 480 pages, 2010
ISBN-10: 081297381X
ISBN-13: 978-0812973815

Last Revision: January 12, 2014

CATALOG DESCRIPTION

This course offers topics of specialized interest in the major fields of study. Case studies and independent research may be included. Topics vary each term; so students should not include this in a concentration unless they know it will be available.

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. (3 units)

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.

REQUIREMENTS

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading and writ home tasks and “business case study” assignments will be made throughout the course. Students must complete all home tasks, other assignments, and take all quizzes, mid-term exam and final exam on the **dates due**. Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade “F” (with zero points for the activity) and a report to the administration.

COURSE PROJECT

Every student must complete, submit, and present the assigned course project.

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.

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.”

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	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

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.

COURSE SCHEDULE

Lectures		Topics	Chapters
#	Date		
1	23-Jan	(a) About the Course (b) The World of Stock	Ch. 1
2	30-Jan	Stock Exchanges and Indices	Ch. 2
3	6-Feb	Fundamentals of Stock Trading	Ch. 3
4	13-Feb	Stock Trading Process	Ch. 4
5	20-Feb	Stock, Funds, and Alternatives	Ch. 5
6	27-Feb	(a) Investment Roadmap (b) Solving the Broker Dilemma	Ch. 6 Ch. 7
7	6-Mar	Mechanism of Stock Trading	Ch. 8
8	13-Mar	(a) Review (b) Midterm Exam	Ch. 1 - 8
	20-Mar	Spring Recess – No Classes	
9	27-Mar	(a) Key Statistics (b) Stock Research	Ch. 9 Ch. 10
10	3-Apr	Investment Strategies	Ch. 11
11	10-Apr	Critical Trading Approaches	Ch. 12
12	17-Apr	The Versatility of Options	Ch. 13
13	24-Apr	Advanced Options and Hedges	Ch. 14
14	1-May	(a) Options Trading Strategies (b) Course Project Presentation and Defense	Ch. 15
15	8-May	(a) Review (b) Comprehensive Final Exam	Ch. 1 - 15

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.

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.