Section: 2 MW 8:30-9:45 AM  
Location: New Psyc Bldg 230 (36 Eagle Row)  
Instructor: Yifeng Zhu  
Office: Rich 310D (Rear)  
Office hours: MW 4:00-5:30 PM (or by appointment)  
Email: yifeng.zhu@emory.edu


Course Objective:  
This course is a brief introduction into financial markets, financial instruments and financial institutions. Topics include the stock market, bonds, futures, options, and other derivative assets.

Topics:  
**Part 1: Introduction**  
Ch.1-The Investment Setting  
Ch.2-The Asset Allocation Decision  
Ch.3-Selecting Investments in a Global Market  
Ch.4-Organization and Functioning of Securities Markets  
Ch.5-Security-Market Indexes

**Part 2: Developments in Investment Theory**  
Ch.6-Efficient Capital Markets  
Ch.7-An Introduction to Portfolio Management  
Ch.8-An Introduction to Asset Pricing Models  
Ch.9-Multifactor Models of Risk and Return

**Part 3: Valuation Principles and Practices**  
Ch.10-Analysis of Financial Statements  
Ch.11-An Introduction to Security Valuation
Part 4: Analysis and Management of Common Stocks
Ch.12-Macroanalysis and Microvaluation of the Stock Market
Ch.13-Industry Analysis
Ch.14-Company Analysis and Stock Valuation
Ch.15-Technical Analysis
Ch.16-Equity Portfolio Management Strategies

Part 5: Analysis and Management of Bonds
Ch.17-Bond Fundamentals
Ch.18-The Analysis and Valuation of Bonds
Ch.19-Bond Portfolio Management Strategies

Part 6: Derivative Security Analysis
Ch.20-An Introduction to Derivative Markets and Securities
Ch.21-Forward and Futures Contracts
Ch.22-Option Contracts
Ch.23-Swap Contracts, Convertible Securities, and Other Embedded Derivatives

Part 7: Specification and Evaluation of Asset Management
Ch.24-Professional Money Management, Alternative Assets, and Industry Ethics
Ch.25-Evaluation of Portfolio Performance

Prerequisite: MATH 111 and Econ 101 or equivalent. It is your responsibility to check whether you satisfy the enrollment requirements to take this course.

Exams and Grades:
Please do not make travel arrangements on exam dates. No makeup Exam or Quiz.
There are one (1) midterm and one (1) final. The midterm carries a weight of 30%, the time is 8:30 AM-9:45 AM, Oct. 16th (Monday), location: New Psyc Bldg 230 (36 Eagle Row). The final exam is cumulative and carries 40%, the time is (TBD), location: (TBD). Problem sets will be assigned during the class or posted on the Canvas, carrying a weight of 15%. There are Five (5) problem sets in total. And they should be submitted to me directly before the following Monday’s (or Wednesday if no class on Monday) lecture time. In addition, four (4) pop quizzes will be given in class, account for 12%, and the attendance account for 3%.

Homework: 15%
Pop quizzes: 12%
Attendance: 3%
Midterm exam: 30%
Final exam: 40%
Total: 100%
**EPASS:** EPASS peer tutoring is available for this course. During a session you can review course content, master basic concepts and develop more advanced skills under the guidance of a fellow student. Each student is eligible for 2 hours of EPASS tutoring per week during the semester. For information about EPASS policies and scheduling appointments, visit [http://www.epass.emory.edu](http://www.epass.emory.edu) and click on Peer Tutoring.

**Canvas:** Canvas is a communication medium used to make announcements, distribute handouts and lectures, post reading material, collect assignments, and record and distribute grades. To access your Canvas dashboard, go to: [https://canvas.emory.edu](https://canvas.emory.edu). Use your email ID and Password to log in and select our course. There you will find relevant material as we move through the semester.

**Honor code:** The honor code is in effect throughout the semester. By taking this course, you affirm that it is a violation of the code to cheat on exams, to plagiarize, to deviate from the teacher's instructions about collaboration on work that is submitted for grades, to give false information to a faculty member, and to undertake any other form of academic misconduct. You agree that the teacher is entitled to move you to another seat during examinations, without explanation. You also affirm that if you witness others violating the code you have a duty to report them to the honor council. If you have a question concerning what is appropriate for an assignment or anything else, ask me. In general, you are expected to behave such that your academic integrity is beyond question. Please see Article 4 of the honor code if you have any questions regarding academic misconduct:

[http://catalog.college.emory.edu/academic/policies-regulations/honor-code.html](http://catalog.college.emory.edu/academic/policies-regulations/honor-code.html)