

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 420 INVESTMENTS

COURSE DESCRIPTION

A survey of corporate securities, financial securities, security markets, investment and portfolio analysis and administration. Investment companies, commodity markets and the stock exchange are also examined.

RATIONALE

Provides students with a solid foundation in core concepts, tools, and technologies they need to make informed investment decisions throughout their personal and professional lives.

I. PREREQUISITES

BUSI 320 and BUSI 321, or consent of instructor

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with Internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)
- C. Financial Calculator: It is highly recommended that students have access to a financial calculator that is capable of TVM (time-value of money), NPV (net-present value) and IRR (internal rate of return) calculations. The Texas Instruments BA II Plus is an excellent solution.

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Preparing to Invest
 - 1. Identify various types of investments & investment vehicles.
 - 2. Describe the investment process & the importance of investment planning.
 - 3. Discuss the markets, exchanges, regulations and transactions that allow companies to raise capital.
 - 4. Identify multiple sources of online and offline investment data.

B. Important Conceptual Tools

1. Discuss the relationship between investment risk & return.
2. Use time-value of money (TVM) concepts to calculate future cash flows.
3. Describe asset allocation strategies as they relate to building a portfolio based upon investment objections & risk tolerance.

C. Common Stocks

1. Discuss the basic features of various types of common stocks.
2. Describe how current returns relate to historical performance.
3. Calculate & apply corporate financial ratios to evaluate potential investment opportunities.
4. Apply technical trading rules for individual stocks and the market as a whole.

D. Mutual Funds & Portfolio Management

1. Describe the basic features and types of mutual funds.
2. Discuss how mutual funds can be used in an investment portfolio.
3. Construct investment portfolios consistent with the investor's risk-return profile.
4. Explain the concepts and tools used in timing transactions.

V. COURSE REQUIREMENTS AND ASSIGNMENTS**A. Textbook readings and lecture presentations****B. Discussion Board Forum Threads and Replies (4)**

This course will contain a discussion for each of the four modules. At the beginning of each module the instructor will post a discussion question. Each student is required to write a thread of at least 150 words, complete with page references and specifics to document the response. The student is required to post each response to the Discussion Board by no later than the first Saturday of each module. Correct use of English and grammar is required. Incorporation of biblical concepts and the Christian worldview is highly encouraged.

Additionally, each student is required to post a substantive reply to at least one other student's Discussion Board thread by no later than the second Saturday of each module.

Postings will be graded based upon content and thoughtfulness, not right or wrong opinions. Replies should not be used as an opportunity to simply compliment the writer but rather to expand upon their opinions or to take exception to them, in a polite, professional manner.

C. MyFinanceLab (MFL) Homework

The instructor will assign and grade homework using the MyFinanceLab Homework Management System from the publisher. MFL will provide material for the student to answer from each module's readings.

D. MFL Exams (2)

The student will complete open-book Midterm and Final Exams in MyFinanceLab, testing the student on their ability to solve investment problems using the textbook's methods.

E. Blackboard (Bb) Exams (2)

The student will complete open-book Midterm and Final Exams in Blackboard as well, covering material from Chapters 1–5 and Chapters 6, 7, 9, 12, & 13, respectively.

VI. COURSE GRADING AND POLICIES

A. Points

DB Forum Threads	(4 at 20 pts ea)	80
DB Forum Replies	(4 at 10 pts ea)	40
MFL Homework	(2 at 120 pts ea, 2 at 80 pts ea)	400
MFL Exams	(2 at 120 pts ea)	240
Bb Exams	(2 at 120 pts ea)	240
	Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 420

Textbook: Gitman, L., Joehnk, M., & Smart, S. *Fundamentals of Investing* (2011).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Gitman et al.: chs. 1–3 3 Presentations	Course Requirements Checklist DB Forum 1 Thread	0 20
2	<i>None</i>	DB Forum 1 Reply MFL Homework 1	10 120
3	Gitman et al.: chs. 4, 4A, & 5 3 Presentations	DB Forum 2 Thread	20
4	<i>None</i>	DB Forum 2 Reply MFL Homework 2 Bb Midterm Exam MFL Midterm Exam	10 80 120 120
5	Gitman et al.: chs. 6, 7, & 9 3 Presentations	DB Forum 3 Thread	20
6	<i>None</i>	DB Forum 3 Reply MFL Homework 3	10 120
7	Gitman et al.: chs. 12 & 13 2 Presentations	DB Forum 4 Thread	20
8	<i>None</i>	DB Forum 4 Reply MFL Homework 4 Bb Final Exam MFL Final Exam	10 80 120 120
TOTAL			1000

DB = Discussion Board

MFL=MyFinanceLab

Bb=Blackboard

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.