Syllabus for Course Reference # 10227 in Spring 2012
FIN 3504 – Principles of Investments

General Course Information
Course Title: Principles of Investments

Description: An introduction to investment/security analysis. Includes an examination of investment instruments, the investment environment, the concepts of risk-return, and the interactive forces between the economy, industries, and individual firms.

College: Business
Division: Business
Subject Area: FIN-Finance
Course Number: FIN 3504
Credit Hours: 3

Meeting Information
Start Date: Jan 09, 2012
End Date: Apr 23, 2012
Days: MW
Time: 11:00 am - 12:15 pm
Room: LH 2208

Prerequisites: FIN 3403 with a minimum grade of C and (QMB 3200 with a minimum grade of C or ECO 3410 with a minimum grade of C)

Distance Learning/Off Campus Course Information
No, it is an on-campus course.

Instructor Information
Instructor: Dr. Travis Jones
E-Mail: tljones@fgcu.edu
Phone: 239-590-7167
Office: LH 3307
Office Hours: Monday: 2:00-6:30pm, Wednesday: 10:00-11:00am, or by appointment
If you plan to come by my office (especially from off campus), please send me an email to make an appointment, to make sure that I am available.

Teaching Philosophy:
To get the full benefit of the course and earn a good grade, it will be necessary to come to class prepared to participate by studying all assigned material beforehand. To assist you in focusing, the use of cell phones, laptops, and other electronic devices is prohibited in this class.
It is your job to learn; it is my job to help you to learn.
Course Materials
Required: TEXTBOOK:
Custom Publication of Principles of Investments (w/Connect 8th ed.)
by Bodie, Kane, & Marcus
ISBN: 978-0077950620
**Available @ FGCU Bookstore**
OR
Essentials of Investments (w/Connect, Full Text 8th ed.)
by Bodie, Kane & Marcus
ISBN: 978-0077339180
**Available wherever you choose to purchase**

CONNECT:
http://connect.mcgraw-hill.com/class/t_jones_spring_2012
Connect is an online homework and practice problem website that is required for the course. Access to Connect is included with the purchase of the custom text from the FGCU Bookstore or with a new edition of the full text. You will need to purchase access, if you buy a used textbook.
**You must register on Connect by January 20, 2012**

CALCULATOR:
Texas Instruments BAII Plus or BAII Plus Professional

Pursuant to departmental policy, this is the ONLY electronic device allowed to be used in class. It is required. USE OF ALL OTHER ELECTRONIC DEVICES (phones, laptop computers. etc.) is PROHIBITED DURING CLASS.

SCANTRONS:
Three (3) Pearson NCS Test Sheets 100/100, Form No. 95679

Optional: I recommend that you stay current with financial news by reading The Wall Street Journal or some other financial news source several times per week.

Course Policies, Learning Objectives, and Agenda:
Attendance: You should attend all class sessions, and be prepared to participate with comments and questions on the material to be covered. If you must miss a session, you should obtain notes from a classmate; I will not be able to individually teach the session again. You are responsible for knowing all material covered in class, that includes new material, assignments, quizzes, exams, and changes to the syllabus. Although attendance is not taken formally, habitual absences have an adverse impact on your performance in the course.

Exams: Class attendance is mandatory for the exam dates. It is the STUDENT's responsibility to notify the instructor prior to missing a scheduled exam period. Missing an exam for ANY reason will result in the weight of that missed exam being added to the final exam. You may miss ONE
exam, but not both, and you may NOT miss the final. The final will be administered during the
time scheduled by the university for this course, as posted on Gulfline. You must bring Scantron
forms to examinations; the instructor will not have these at exams. Use Pearson NCS Test Sheets
100/100, Form No. 95679. They are available at the FGCU Bookstore.

**Connect:** I will post required assignments to Connect, throughout the course. More about these
assignments will be discussed in class. There will be graded quizzes for most chapters; these
quizzes will be part of the Connect grade and will have a time limit. I will also assign a few
assignments using Excel, which will also make up a portion of this grade.

The **Course Grade** will be determined as follows:

- Connect Homework and Excel Assignments ........... 20%
- Exam 1 ............................................................ 25%
- Exam 2 ............................................................ 25%
- Comprehensive Final Exam .............................. 30%

A = 90% or better
B = 80 - 89%
C = 70 - 79%
D = 60 - 69%
F = less than 60%

**DO NOT ANTICIPATE ANY SCALING OF GRADES!**
**THERE WILL BE NO EXTRA CREDIT WORK!**

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<thead>
<tr>
<th>Learning Objective</th>
<th>Assessment Strategy</th>
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<tr>
<td>1.) Understand financial securities and the markets in which they are traded</td>
<td>1.) Exams, Connect, and Assignments</td>
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<td>2.) Understand how investment companies function and the services they provide investors</td>
<td>2.) Exams and Connect</td>
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<td>3.) Understand the relationship between risk and return and how both impact the pricing of assets</td>
<td>3.) Exams, Connect, and Assignments</td>
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<tr>
<td>4.) Understand the theories of market efficiency and the implications that each one has for rational investor behavior</td>
<td>4.) Exams and Connect</td>
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<td>5.) Understand equity valuation and financial statement analysis</td>
<td>5.) Exams, Connect, and Assignments</td>
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Tentative Course Schedule
(This schedule is subject to change.)

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1/9  Chapters 1 & 2 - "Investment Basics"
1/11 Ch. 1 & 2 cont.
1/16  No Classes
1/18  Chapter 4 - Investment Companies
1/23  Ch. 4 cont.
1/25  Chapter 3 - Securities Markets
1/30  Ch. 3 cont.
2/1   Chapter 8 - Efficient Market Hypothesis
2/6   Review
2/8   Exam 1 (Chs: 1,2,4,3,8)
2/13  Chapter 5 - Risk and Return
2/15  Ch. 5 cont.
2/20  Chapter 6 - Efficient Diversification/Portfolios
2/22  Ch. 6 cont.
2/27  Ch. 6 cont.
2/29  Spring Break - No Classes
3/5   Spring Break - No Classes
3/7   Chapter 7 - CAPM & APT
3/12  Ch. 7 cont.
3/14  Review
3/19  Exam 2 (Chs: 5, 6, 7)
3/21  Last Day to Drop without Academic Penalty
3/23  Chapter 10 - Bond Prices and Yields
3/26  Ch. 10 cont.
3/28  Chapter 12 - Macro & Industry Analysis
4/2   Ch. 12 cont.
4/4   Chapter 14 - Financial Statement Analysis
4/9   Ch. 14 cont.
4/11  Chapter 13 - Equity Valuation
4/16  Ch. 13 cont.
4/18  Free Cash Flow Models
4/23  Review
TBD   Comprehensive Final Exam - tbd
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**University Statements**

**Academic Dishonesty/Cheating Policy:**

"All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the "Student Code of Conduct" on page 11, and under "Policies and Procedures" on pages 18 - 24 of the Student Guidebook. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy."

**Disability Accommodations Services:**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 590-7956 or TTY 590-7930.

**Student Observance of Religious Holidays:**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Applicable University Resources:**
1. **ONLINE.** Florida Gulf Coast University Catalog
   http://www.fgcu.edu/catalog/
2. **ONLINE.** Florida Gulf Coast University Student Guide Book
   http://studentservices.fgcu.edu/JudicialAffairs/
3. **ONLINE.** Florida Gulf Coast University Code of Conduct
   http://studentservices.fgcu.edu/JudicialAffairs/