

管院學士班課程大綱

BA/BBA Program Syllabus

2023.09.20 修訂

系所 Department	財務金融學系 Finance		必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	金融市場與機構 Financial Markets and Institutions		學分數 Credit(s)	3
課號 Course Code	5153300 01		全英文授課 English Taught (EMI)	否(No)
學年/學期 academic year/Semester	115 學年度第 1 學期 Fall 2026		上課地點 Classroom	Room 101
講授教師 Instructor	何月芳 Dr. Amy Yueh-Fang Ho		上課時間 Time	Thursday 1:10 p.m. – 4:00 p.m.
教師辦公室&諮詢時間 Instructor office & office hour	Room 365 Wed. 4:00 p.m. - 5:00 p.m., Thur. 4:00 p.m. - 5:00 p.m. or by appointment	教師聯絡資訊 Instructor Contact	Phone: (05) 272-0411 ext. 34212 Email: amyfho@ccu.edu.tw	
助教 Teaching Assistant		助教 聯絡資訊 TA contact	Email:	
先修課程 Pre-requisite courses	Financial Management (I), Financial Management (II), and Investment			
學習目標 Learning Objective	Upon completion of the course, students should be able to: (1) Describe the special functions of financial institutions. (2) Identify factors that determine interest rates. (3) Describe the roles of the Federal Reserve System. (4) Describe the various domestic and foreign financial markets, including the money, bond, and stock markets. (5) Explain the operations of commercial banks and analyze the financial statements of a typical commercial bank. (6) Describe the roles and functions of insurance companies, securities firms, investment banks, investment companies, and Fintech companies.			
課程概述 Course Descriptions	This course is intended to help the students understand the operation of increasingly integrated foreign and domestic financial markets. It also aims to develop students' basic understanding of the key characteristics of commercial banks and other major sectors of the financial services industry.			
對應 AOL 職能素養(AOL Competency)				
職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills		選擇一個項目。		
課程類別 Course Attributes	☐ 人文關懷課程(Humanities Caring) ☐ 競賽專題課程(Competition) ☒ 問題導向課程(Problem-solving) ☐ 專題導向課程(Project-based) ☐ 實作課程(Practice-based) ☐ 總整課程(Capstone)			

教材編選 Teaching materials	☒ 自製簡報(self-made PPTs) ☒ 課程講義(Teaching Notes) ☐ 自編教科書(self-made textbooks) ☐ 教學程式(programming) ☐ 自製教學影片(self-made video) ☒ 其他(Others)			
教學資源 Teaching Resources	☒ 課程網站(Website) ☐ 實習網站(Intern Web) ☒ 教材電子檔供下載(Downloadable Files)			
教科書/參考書 Textbooks/References	Required Textbook: Financial Markets and Institutions, 9th Edition, by Anthony Saunders, Marcia Millon Cornett, and Otagontsetseg (Otgo) Erhemjamts (McGrawHill-Irwin, Hwa Tai, 2025, ISBN 978-1-266-82581-1). ※「請尊重智慧財產權，不得非法影印教師指定之教科書籍」。 Please respect intellectual property rights, and do not photocopy the textbooks assigned by professors.			
評量方式(請填百分比) Assessment	Class Participation	10%	Midterm Exam	30%
	Class Attendance	10%	Final Exam	30%
			Group Term Report (Presentation: 50%; Written Report: 50%)	20%
其他說明 Other description	Course Policies: - Attendance and Leave Policy: Leave application procedures must be completed within one week of the absence date. Requests submitted after this period will not be accepted. - Late Submission Policy: Late submissions for assignments and projects will not be accepted under any circumstances. - Makeup Exam Policy: Makeup exams will not be given, and missed exams will be excused only in extreme circumstances. If you are unable to take the exam at the scheduled time, you must notify me IN ADVANCE by e-mail or telephone. Failure to provide advance notice will result in a grade of zero for the exam. Students will only be allowed to take a makeup exam if they provide a legitimate excuse accompanied by documentation from a medical doctor or an appropriate official authority. Makeup exams may be cumulative and entirely different from the original exam. No curve or extra credit will be given for any makeup exam. In addition, no early exams will be given under any circumstances. - AI Usage Policy: You may use generative AI tools (e.g., ChatGPT, Claude) to support learning, such as clarifying concepts or improving writing clarity. However, AI tools must not be used to complete graded assignments, projects, or exams in place of your own work. Any use of AI must be disclosed. Misuse of AI tools will be treated as a violation of academic integrity.			

課程規劃表 **Course Schedule (Undergraduate)**

週次 Week	日期 Date	教材章節 Chapter	主題 Subject	備註 Remark
1.	9/10		Syllabus & Overview	
2.	9/17	1	Introduction	
3.	9/24	2	Determinants of Interest Rates	Form Groups
4.	10/1	2	Determinants of Interest Rates (Cont'd)	Select Proj. Topics
5.	10/8	4	The Federal Reserve System, Monetary Policy, and Interest Rates	
6.	10/15	5	Money Markets	
7.	10/22	6	Bond Markets	
8.	10/29	8	Stock Markets Review for Midterm Exam	
9.	11/5		** MIDTERM EXAM ** (Chapters 1, 2, 4, 5, 6, & 8)	
10.	11/12	11	Commercial Banks: Industry Overview	
11.	11/19	12	Commercial Banks' Financial Statements and Analysis	
12.	11/26	15	Insurance Companies	
13.	12/3	16 19	Securities Firms and Investment Banks Fintech Companies	
14.	12/10		Group Term Project Presentations	Term Project Report
15.	12/17		Group Term Project Presentations Review for Final Exam	Term Project Report
16.	12/24		** FINAL EXAM ** (Chapters 11, 12, 15, 16, & 19)	
17.	12/31		Self-Study	
18.	1/7		Self-Study	

The schedule above is tentative and subject to adjustment as the class proceeds.