管院碩士班(含碩專班)課程大綱
MS/MA Program Syllabus

系所 Department	國際財管 IMF	必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	投資管理學 Investment Analysis	學分數 Credit(s)	3
課號 Course Code	5355202	全英文授課 English Taught (EMI)	是(Yes)
學年/學期 academic year/Semester	115-1 學期 Fall semester 2026	上課地點 Classroom	College of Management 103
講授教師 Instructor	鄧氏霞妝 Thi-Ha-Trang Dang (Lucy)	上課時間 Time	1:10am – 4:00pm Thursday
教師辦公室&諮詢時間 Instructor office & office hour	College of Management 502 Monday 4:10 pm – 5:00 pm By appointment	教師聯絡資訊 Instructor Contact	Phone:05-2720411 ext 34138 Email: lucydang@ccu.edu.tw
助教 Teaching Assistant	Melanie	助教 聯絡資訊 TA contact	Email:
先修課程 Pre-requisite courses	Statistics 統計學 Financial Management 財務管理		
學習目標 Learning Objective	This course is designed to equip students with the conceptual understanding and analytical skills needed to make and evaluate investment decisions in practice. Students will gain a solid grounding in core investment analysis. In addition, students will also learn to articulate the reasoning behind investment decisions clearly and rigorously, including identifying assumptions, explaining the logic behind models and formulas, and justifying recommendations under different scenarios and market conditions, rather than simply computing answers. Emphasis is placed on both conceptual understanding and practical application to help students analyze real securities and portfolios, construct and evaluate asset-allocation strategies tailored to different investor profiles, and communicate financial reasoning effectively in an English-medium learning environment..		
課程概述 Course Descriptions	This course introduces graduate students to the fundamentals of investment analysis and portfolio management. It begins with the investment environment and how securities are traded, then progresses through risk and return, capital allocation, efficient diversification, and the Capital Asset Pricing Model, before advancing to fixed-income valuation and bond portfolio management, equity and fundamental analysis, and portfolio performance evaluation. Each topic is introduced through a student-led chapter presentation, followed by instructor-led reinforcement activities such as application-focused exercises, scenario comparisons, and analysis of real firms and market data. To support this process, the course provides students access		

	to a dedicated AI-based learning tool, which students may use to clarify concepts, test their understanding, and refine their reasoning before and after each class to strengthen preparation and build confidence ahead of presentations and in-class discussion. Light in-class gamification (e.g., short quizzes, quick polls, and mini-competitions built around each week's topic) is used throughout the semester to reinforce quantitative fluency and keep repeated practice engaging rather than repetitive. Class may also conclude with a brief student mini-presentation applying course concepts to a hypothetical investor decision, a stock comparison, or a firm's fundamentals. Learning activities include lectures during the introductory weeks, chapter presentations, in-class gamified activities, quizzes, a midterm exam, and a final project in which students apply the course's analytical tools to construct and justify a portfolio for a real or hypothetical investor. To support student learning, the instructor may adjust the pace and content as needed.
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	**職能素養 1(Competency 1): 成本效益分析 Cost-Benefit Analysis**
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	Bodie, Z., Kane, A., and Marcus, A. (2024). ***Investments***. 13th ed., McGraw-Hill.

評量方式(請填百分比) Assessment	課堂參與 Participation	20%	個案討論 Case study	%
	作業 Homework	20%	專題 Project	%
	小考 Quiz	20%	其他 1 other ( )	%
	期中考 Midterm	10%	其他 2 other ( )	%
	期末考 Final	10%	其他 3 other ( )	%
	報告 Presentation	20%	其他 4 other ( )	%

其他說明 Other description	**Participation (15%)** Participation score includes attendance (30%) and class participation (70%) components. Attendance is recorded each week. Arriving late or leaving early will count as 0.8 of a full attendance point for that session, rather than a full point. One absence is permitted without penalty. For additional absences, 80% credit is given if prior notice is provided; otherwise, the session counts as zero. As per university regulation, students absent for over one-third of all classes may fail unless valid documentation of extraordinary circumstances is provided. Proxy

	attendance is strictly prohibited and will result in course failure. Active participation is essential for this course. Students are expected to actively engage in class discussions, in-class problem-solving exercises, and presentation Q&A by answering questions, contributing analysis, and asking thoughtful questions. Each instance of engagement will be observed and counted toward the participation grade. To ensure the best level of engagement, phone use during class is allowed only for activities directly related to the course. **Homework (10%)** Homework includes reflection paper and exercises (problem sets and application tasks) assigned alongside major topics covered in class. Homework is collected and graded primarily on completion, effort, and accuracy. Working through it consistently is strongly recommended to stay on pace with the course material and to be adequately prepared for quizzes, presentations, and exams. Homework submitted late will receive a 20% deduction. **Quiz (15%)** Five short quizzes will be administered at scheduled points in the semester, covering the content taught up to that point. Quizzes are closed-book; no notes, internet access, or AI tools may be used during a quiz. No make-up quizzes will be provided unless supported by an officially documented emergency; since no make-up session is offered, missing a quiz for any other reason (including personal absence) will result in a score of zero for that quiz. Students should plan their personal schedules in advance to avoid conflicts with quiz dates. **Midterm (15%)** The midterm exam is an open-book, no-internet, no-AI-tool written test. It evaluates students' conceptual understanding of core Investment Analysis principles covered in the first half of the semester and their ability to interpret formulas, apply valuation and decision-making tools (e.g., risk–return trade-offs, CAPM, bond pricing and duration), and justify their reasoning. The exam emphasizes reasoning and clear explanation over memorization. There will be no make-up exam unless there is documented evidence of extraordinary circumstances. Students are required to attend the midterm on the scheduled date. If granted, a make-up exam may be more difficult and in a different format. **Presentation (25%)** Students will be organized into groups for a series of student-led chapter presentations distributed across the semester. Each group presents multiple times to ensure an even distribution of presentation opportunities; the exact number of groups and rotation will be announced once enrollment is finalized. Each presentation is evaluated on conceptual clarity, accuracy in explaining the underlying financial logic, ability to justify assumptions, and engagement with audience questions. The presentation grade combines the instructor's assessment (60%) and classmates' evaluation of the presenting group (40%). In addition, each

	member's own contribution to their group's preparation is factored in through a within-group peer evaluation collected at the end of the semester; students who do not contribute meaningfully to their group's preparation may receive a reduced individual score even if the group's overall presentation performs well. **Final Project (20%)** Students will complete one semester-long Portfolio Analysis Project, applying the investment analysis and portfolio construction tools covered throughout the course to a real or hypothetical investor and a set of securities. Depending on class size, the project may be completed individually or in small groups. The project requires students to gather relevant securities' financial statements, market data, and pricing information, and to conduct an integrated analysis covering: an investor risk profile and asset-allocation rationale; portfolio construction and diversification analysis; valuation of selected securities (equity and/or fixed-income); and an assessment of portfolio performance and risk, culminating in an overall investment recommendation. As with the chapter presentations, each member's contribution to group preparation is factored in through within-group peer evaluation. Its evaluation includes a written report and an oral presentation. Students are expected to begin early and make steady progress throughout the semester; projects rushed near the end typically do not meet academic expectations. Students are encouraged to seek guidance and ask questions before Week 14. A 15-minute in-class presentation for the project will be held in Week 16 (12/24), followed by a Q&A session. Slides must be well-organized, visually clear, and submitted via eCourse2 by 11:59 p.m. on December 22, 2026, in PDF or PowerPoint format with the following file name: Project Presentation_Group Number_Student's Names (e.g., Project Presentation_Group 1_John and May). The student's name and ID number must also appear on the first page of the document. Slides submitted late will receive a 20% deduction. No make-up presentation will be provided. In addition to the presentation, students must submit a written report, due by 11:59 p.m. on January 7, 2027. Late submissions incur a 50% penalty. The written report must include Investor/Client Profile, Security and Market Analysis, Portfolio Construction and Diversification Analysis, Valuation and Risk Assessment, Performance Evaluation, and Recommendation sections. A References section is also required, listing all data sources used (e.g., annual reports, financial databases) plus at least five supporting sources (analyst reports or academic literature on portfolio management or valuation methodology). Submissions must be in PDF format and submitted via eCourse2, named using the following format: Project_Student Name_Student ID. A portion of the grade will be assigned for formatting, sourcing, submission compliance, and clarity of writing. Written report submitted late will receive a 20% deduction.

課程規劃表 Course Schedule

週次 Week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	09/10	Course Introduction		
2.	09/17	The Investment Environment, Assets and Instruments	Chapters 1 & 2	
3.	09/24	How Securities Are Traded	Chapters 3 & 4	Quiz 1
4.	10/01	Risk, Return, and the Historical Record	Chapter 5	Chapter presentation
5.	10/08	Capital Allocation to Risky Assets	Chapter 6	Chapter presentation; Quiz 2
6.	10/15	Efficient Diversification	Chapter 7	Chapter presentation
7.	10/22	The Capital Asset Pricing Model	Chapter 9	Chapter presentation
9.	11/05	Midterm exam		
10.	11/12	Managing Bond Portfolios	Chapter 16	Chapter presentation; Quiz 3
11.	11/19	Macroeconomic & Industry Analysis	Chapter 17	Chapter presentation
12.	11/26	Equity Valuation Models	Chapter 18	Chapter presentation
13.	12/03	Financial Statement Analysis	Chapter 19	Chapter presentation; Quiz 4
14.	12/10	Portfolio Performance Evaluation	Chapter 24	Chapter presentation
15.	12/17	Course review		Quiz 5
16.	12/24	Final Project presentation; end-of-course survey		
17.	12/30	Final Project submission		
18.	1/6	Self-study flexible week		

NOTE: The course schedule and activities are subject to change based on students' learning progress.