



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**  
**COURSE OUTLINE – WINTER 2016**  
**BA 2040 INVESTMENT FUNDAMENTALS – 3 (3-0-0) 45 HOURS**

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**Office Hours:** Tuesday, Thursday, Friday 8:30 – 9:30

**CALENDAR DESCRIPTION:** This course covers the basic principles of investment and taxation. The course explores the structure of personal taxation including the calculations of income deductions and credits. The fundamental investment concept of risk and return, and different types of investment products available in the market place are topics included in this course.

**PREREQUISITE(S)/COREQUISITE:** BA 1050 Business Mathematics

**REQUIRED TEXT/RESOURCE MATERIALS:** Investments: Analysis and Management. W. Sean Cleary, Charles P. Jones. Third Canadian Edition. Wiley.

**All students must have access to WileyPLUS.** You must have an access code in order to gain access to the online resources. WileyPLUS is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. If you have purchased a used book, you will have to purchase an access code separately. Instructions to do this are available in the Welcome Module.

**Sharp EL - 738 Calculator**

**DELIVERY MODE(S):** BA 2040 consists of three hours of lecture per week.

**COURSE OBJECTIVES:**

- Understand the analysis, valuation and management of common stocks.
- Understand the application of fundamental analysis.
- Gain knowledge in derivative securities.
- Understand the application of portfolio management and the issue of measuring portfolio performance.

## LEARNING OUTCOMES:

- The student will be able to name two approaches to the valuation of common stocks used in fundamental security analysis
- The student will be able to explain the present value approach.
- The student will be able to use the dividend discount model to estimate stock prices.
- The student will be able to explain the P/E ratio approach.
- The student will be able to discuss the impact of the overall market on common stock investors.
- The student will be able to explain the importance of the required rate of return.
- The student will be able to differentiate between technical and fundamental analysis.  
The student will be able to describe the relationship between the stock market and the economy.
- The student will be able to analyze the determinants of stock market values.
- The student will be able to state the importance of industry analysis.
- The student will be able to explain how industries are classified.
- The student will be able to analyze the life cycle and qualitative factors that affect industries.
- The student will be able to evaluate future industry prospects by analyzing the business cycle.
- The student will be able to define fundamental analysis at the company level.
- The student will be able to describe the importance of EPS forecasts.
- The student will be able to estimate the P/E ratio of a company.
- The student will be able to use the beta coefficient to estimate the risk of a stock.
- The student will be able to define technical analysis and explain why it is used.
- The student will be able to define options and discuss why they are used.
- The student will be able to describe how options work and give some basic strategies.
- The student will be able to describe the structure of futures markets.
- The student will be able to describe the steps involved in the portfolio management process.
- The student will be able to assess related issues such as asset allocation.
- The student will be able to use measures of return and risk to evaluate portfolio performance.

## TRANSFERABILITY:

- Athabasca University: FNCE 2xx (3)
- DeVry Institute of Technology - Calgary: FIN 351 (3)
- MacEwan University: FNCE 2xx (3)
- University of Lethbridge, The: MGT 2xxx (3)

## EVALUATIONS:

assignments (best 5/7 @ 3% each)	15%
Quizzes (best 4/5 @ 5% each)	20%
Exams (2 @ 15% each)	30%
Final Exam	<u>35%</u>
	100%

### **Assignment, Quiz and Exam Policies:**

- Assignments, quizzes and exams will be written as scheduled. No rewrites will be given. If there is an excusable absence, the weighting of the missed exam will be added to the final exam weighting. If the absence is not excusable, a grade of 0% will be given.
- Any exam, quiz or assignment mark that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked. Any exams/quizzes/assignments contested after this time frame will not be given consideration.
- In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom, resulting in a marked absence....i.e. excessive/disruptive talking, texting, taking phone calls, ect.

Grande Prairie Regional College Calendar

Academic Regulations

#### **Debarred From Exams**

“You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (more than 6) or if significant parts of required assignments or lab work are not completed.”

Student Conduct

- **Your responsibility** as a student is to arrive on time and remain for the duration of scheduled classes and related activities.
- **Your responsibility** as a student is to respect faculty member’s right to enforce the attendance requirements for the course.
- Final examinations will be scheduled by the registrar’s office. **Do not plan any activities during examination week.**

### **GRADING CRITERIA:**

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

## Grading Conversion Chart

Alpha Grade	4 Point Equivalent	Percentage Guidelines	Designation
A+	4.0	90 – 100	Excellent
A	4.0	85 – 89.99	
A-	3.7	80 – 84.99	First Class Standing
B+	3.3	77 – 79.99	
B	3.0	73 – 76.99	Good
B-	2.7	70 – 72.99	
C+	2.3	67 – 69.99	Satisfactory
C	2.0	63 – 66.99	
C-	1.7	60 – 62.99	
D+	1.3	55 – 59.99	Minimal Pass
D-	1	50 – 54.99	
F	0	0 – 49.99	Fail
WF	0	0	Fail, withdrawal after the deadline.

**COURSE SCHEDULE / TENTATIVE TIMELINE:**

Dates	Chapter Covered	Assignments	Quizzes	Exams
Jan. 6 <sup>th</sup> – 8 <sup>th</sup>	Introduction	*See <a href="#">WileyPlus</a> for Assignment Due Dates	*See <a href="#">WileyPlus</a> for Quiz Due Dates	
Jan. 11 <sup>th</sup> – 15 <sup>th</sup>	Chapter 13			
Jan. 18 <sup>th</sup> – 22 <sup>nd</sup>	Chapter 13			
Jan. 25 <sup>th</sup> – 29 <sup>th</sup>	Chapter 13 Chapter 14			
Feb. 1 <sup>st</sup> – 5 <sup>th</sup>	Chapter 14 Chapter 15			
Feb. 8 <sup>th</sup> – 12 <sup>th</sup>	Chapter 16			<b>EXAM #1 (15%) Feb. 11th</b>
Feb. 15 <sup>th</sup> – 19 <sup>th</sup>	<b>READING</b>	<b>WEEK</b>	<b>NO</b>	<b>CLASSES</b>
Feb. 22 <sup>nd</sup> - 26 <sup>th</sup>	Chapter 17			
Feb. 29 <sup>th</sup> – Mar. 4 <sup>th</sup>	Chapter 17			
March 7 <sup>th</sup> – 11 <sup>th</sup>	Chapter 18			
March 14 <sup>th</sup> – 18 <sup>th</sup>	Chapter 19			
March 21 <sup>st</sup> – 25 <sup>th</sup> <b>Good Friday</b>	Chapter 20			<b>EXAM #2 (15%) March 24th</b>
March 28 <sup>th</sup> – April 1 <sup>st</sup>	Chapter 21			
April 4 <sup>th</sup> – 8 <sup>th</sup>	Chapter 22			
April 11 <sup>th</sup> – 13 <sup>th</sup>	Review			
April 15 <sup>th</sup> – 26 <sup>th</sup>				<b>Final Exam (35%)</b>

## **STUDENT RESPONSIBILITIES:**

### **Student Conduct**

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services.

### **Attendance**

Regular attendance is crucial for student success. As noted in the Rights and Responsibilities, faculty members may prescribe attendance requirements for specific courses and in addition, programs may have mandatory attendance requirements.

Students receiving training allowances or other forms of financial assistance are expected to be aware of and comply with the conditions of their sponsorship, which generally require regular attendance. The College is obliged to provide attendance requirements directly to the sponsoring agency to ensure continued financial assistance.

Attendance is mandatory for apprentices. Unauthorized absences may result in termination of training and training allowances.

### **Dress**

Students are expected to conform to dress and safety standards consistent with those of the career field of their program for health, safety, and sanitary reasons. GPRC reserves the right to establish codes of safety and health dress standards in addition to government and professional standards.

### **Academic Grievance**

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at [www.gprc.ab.ca](http://www.gprc.ab.ca).

### **Copyright**

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

**Academic Dishonesty**

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor.

**STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

\*\*Note: all Academic and Administrative policies are available on the same page.