

Moravian College
Department of Economics and Business
WRIT 100N – Investing: A Liberal Art
Fall Term 2006

Instructor: Dr. Linda L. Ravelle
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Hours: M & W 1:00 – 2:00
T & Th 2:30 – 3:30
also by appointment

“Don’t gamble; take all your savings and buy some good stock and hold it till it goes up, then sell it. If it doesn’t go up, don’t buy it.” (Will Rogers)

Texts: Hacker, Diana. *The Bedford Handbook*, 7th ed. Bedford/St. Martin’s, 2006.

Lynch, Peter. *One Up On Wall Street*. Simon & Schuster, 2000.

Course Description: All of us will make many investment decisions during our lives. The basic idea is simple: sacrifice time or money today in order to obtain a benefit tomorrow. Of course the actual process, from generating potential investment ideas to making decisions and accepting the consequences of those decisions, is very complex. Bookstores offer many books about investing, ranging from very basic to very complex. Unfortunately, this information overload often mystifies more than it clarifies, and many people begin to think of investing as a mechanical process in which you find a good model, plug in appropriate numbers, and find a winner. In this course you will use writing to help you explore the many disciplines that can help you develop a way of thinking about and understanding the process of investing.

Grades: Your grade will be determined according to the following formula:

Attendance and Participation:	15%
3 Papers:	45%
Other Writing Assignments:	20%
Oral Presentations:	5%
Email:	5%
Conferences:	5%
Writing Center:	5%

Attendance: I take attendance at the beginning of every class. Classes will involve discussion of assignments and small-group workshops, so attendance is mandatory. Be considerate of others in the class: do not arrive late or leave early, and turn off your cell phone before you come to class. If you must miss class for a valid reason please let me know in advance, but too many absences, whether excused or unexcused, can affect your grade because you will not be able to participate in and complete in-class assignments and discussions.

Participation: You must come to class prepared. Bring textbooks, paper, pen or pencil and a folder containing the work in process. Do the assigned readings and/or writing exercises before you come to class and be prepared to discuss the assignments. The class makes extensive use of pre-writing and drafts. If you do not bring a completed assignment to class you will receive a reduced grade for class participation for that day.

Topics and Assignments: The last three pages of this syllabus list the topics to be covered, and the assignments that are due, on each day. Please note that due dates and assignments may be changed during the semester as conditions warrant.

Papers: You will write three formal papers (approximately 4 to 5 pages in length) about topics discussed in class. The first will be a personal essay, the second an argument paper, and the third a research paper that will require extensive use of library resources. Detailed descriptions of each assignment will be distributed in class. These papers will be developed through the writing process, from pre-writing through multiple drafts to the finished paper. You must submit each paper at the beginning of class on the due date, in a folder that includes all pre-writing and drafts that helped you produce the paper. The grade on each paper will be determined by both the work you do before the finished paper and the quality of the finished paper. Each missing pre-writing or draft assignment will reduce the overall paper grade by one letter grade. All writing done outside of class should be word-processed and should be labeled with your name, date, and assignment. Any work turned in late will lower the grade on the paper. You will be given an opportunity to revise one of these papers before the end of the semester.

Other Writing Assignments: Several short writing and research exercises will be assigned during the semester. Detailed descriptions of these assignments will be provided in class. You must label every piece of writing you do during the semester with your name, assignment and date. All of this “other writing” should be put into a single notebook or folder that will be turned in at the end of the semester. You should bring this notebook/folder to every class. If you miss class you are responsible for finding out what assignments are made during the semester. Writing assignments listed on the syllabus are subject to change.

Oral Presentations: You will make one 5-minute oral presentation about one of your completed papers during the semester (dates are listed on the syllabus). One third of the class will be selected to make a presentation on each of the three due dates listed.

Email: During the semester you will be asked to send me at least one properly formatted email. Please note: do not email assignments to me unless you are asked to do so.

Conferences: You are required to have two conferences with me, one before you complete the second paper and one after you complete the third paper.

Writing Center: You must have at least one session with a writing center tutor during the semester and should be able to show that you utilized the advice and information provided in the session in one of your papers.

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT DUE</u>
8/28	Introduction Overview of the Writing Process What is “Investing”?	
8/30	Exploring Ideas	Hacker Chapter 1
9/04	LABOR DAY: NO CLASS	
9/06	Writing Drafts Personal Narratives	Hacker Chapter 2 Lynch Prologue & Book Jacket Lewis Ch 1 (handout) Question Set
9/11	Making Global Revisions	Hacker Chapter 3 1 st Draft
9/13	Persuasive Essays Tone, purpose, audience and voice	Lynch Introductions Question set / summary
9/18	Editing Paragraphs and Sentences	Revised Draft Hacker Chapter 4
9/20	Preparing To Invest Investment Philosophy Writing About Texts	Lynch Chapters 1 & 2 Summary Paragraphs Hacker Chapter 46 a-d
9/25	Oral Presentations:	1 st Paper Due
9/27	Is This Gambling? Constructing Arguments	Lynch Chapter 3 Hacker Chapter 47 Summary Essay
10/2	Evaluating Arguments	Hacker Chapter 48 Investopedia (online) 5 Minute Investing (online) Mauboussin Ch 1 (handout) Comparison Essay
10/4	Peer Reviews Schedule Conferences	1 st Draft
10/9	FALL BREAK	

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
10/11	Psychology of Investing: Do You Have What it Takes?	Lynch Chapter 4 Personal Assessment
10/16	Grammar	Revised Draft
10/18	Are You Rational?	Carman: The Psychology of Investment Decision Making Andersen: The Emperor's New Clothes
10/23	Oral Presentations	2 nd Paper Due
10/25	History and Market Timing: Is This a Good Market?	Lynch Chapter 5 Buffet: Mr. Market Summary Paragraph
10/30	Interpreting History	Mackay: Tulipmania Garber: Second Thoughts about... Summary Essay
11/1	Library Research	Hacker Chapter 50 Library Tutorial
11/6	Stalking the Tenbagger Descriptive Essay:	Lynch Chapter 6 Write about a product/service
11/8	Company Research	Lynch Chapters 7& 8 Write about a company
11/13	Peer Reviews	1 st Draft
11/15	Stocks to Avoid?	Lynch Chapter 9 Summary Essay
11/20	Earnings	Lynch Chapter 10 Personal Assessment (Again)
11/22	THANKSGIVING BREAK	
11/27	Telling the Story Schedule Conferences	Lynch Chapters 11, 12

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
11/29	Some Famous Numbers	Lynch Chapter 13
12/04	Peer Reviews	2 nd Draft
12/06	The Final Checklist	Lynch Chapter 15
12/11	Oral Presentations	3 rd Paper Due
Final Exam Period		Revised Paper Due Conferences