

MORAVIAN COLLEGE  
DEPARTMENT OF ECONOMICS AND BUSINESS  
**ECON/MGMT 341: Investment and Portfolio Management**  
Spring Term 2012

**Instructor:** Dr. Linda L. Ravelle  
**Office:** Comenius 217  
**Office Phone:** 861-1453  
**Email:** [mellr01@moravian.edu](mailto:mellr01@moravian.edu)

**Hours:** M,W: 9:00 - 10:00 AM  
T,Th: 10:30 - 11:30 AM  
Also by appointment

**Text:** *Essentials of Investments*, Bodie, Kane & Marcus, 8<sup>th</sup> edition,  
Irwin/McGraw Hill

**Recommended:** *The Wall Street Journal* (<http://online.wsj.com> )  
*The Financial Times* (<http://www.ft.com>)

**Objectives:** This semester, you will incorporate the fundamental principles learned in economics, accounting, statistics, and finance into an understanding of the principles and theories of investing and portfolio management. The course uses lectures, class discussions, group and individual projects, and exams to help you develop the critical thinking skills that will help you recognize, describe, and analyze practical investment problems. By the end of the semester you should be able to rationally select and analyze a wide variety of securities, from stocks and bonds to options and futures, and you should be able to construct and revise a portfolio.

**Grades:** The course grade will be determined by the following formula:

Three Exams	55%
Assignments	20%
Project	15%
Class Participation	10%

**Exams:** There are two midterm exams and a final exam. The lowest exam grade is worth 15% of your total grade, and the two highest exam grades are each worth 20%. The exam dates are indicated on the syllabus and will not be changed. Exams consist of problems and essays. The exam dates are indicated on the syllabus and will not be changed. Makeup exams are only given in EMERGENCY situations, and are significantly different from the scheduled exam. Formulas and tables will be provided, but you must bring a calculator to each exam. You cannot share calculators. Cell phones must be turned off and kept out of sight during all exams.

**Assignments:** Assignments for each chapter are listed on the syllabus and will be collected after the chapter is completed, on a due date announced in class. WM stands for the Web Master exercises found at the end of the chapter. Please note that these are internet assignments, and that some of the sites may have changed since the assignments were designed. I will provide updates in class but if you have problems with the assignment please let me know as soon as possible. S&P stands for Standard and Poor's exercises found at the end of the relevant chapter. These can be completed using Standard and Poor's NetAdvantage, available through Reeves Library. The assignments are tentative. Changes may be made during the semester, and these changes will be announced in class in a timely manner. If you miss class you are responsible for finding out about any changes. Assignments will be graded and those assignments turned in after the class period in which they are due will be penalized one letter grade per day late. Failure to attend class is not a valid excuse for turning in assignments late.

**Project:** A description of this project will be distributed in class.

**Participation:** Attendance in this class is required. Please do not disrupt class by arriving late or leaving early. The class participation grade is based upon timely attendance (50%) as well as participation in class discussions (50%). Read the material before you come to class, and bring your textbooks to class. You are expected to keep up with current events and this will be incorporated into class discussions. Cell phones must be turned off and put away during class.

**Honesty:** All students are expected to adhere to the College's Policy on Academic Honesty as outlined in the Student Handbook. Students who violate the policy must accept the consequences dictated by this policy. If you have any questions about this policy, please see me.

**Other:** Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

**Caveat:** This syllabus is subject to change, as announced in class.

DATE	TOPIC	CHAPTER	ASSIGNMENTS
Jan 17	Investments: Background and Issues	1	
19	Asset Classes and Financial Instruments	2	WM
24	Securities Markets	3	WM
26			
31	Mutual Funds and Other Investment Companies	4	WM
Feb 2	Risk and Return	5	S&P
7			
9	Efficient Diversification	6	WM
14			
16	EXAM I		
21	Capital Asset Pricing	7	WM
23			
28	Efficient Market Hypothesis	8	WM
Mar 1	Behavioral Finance and Technical Analysis	9	WM
6	SPRING BREAK		
8	SPRING BREAK		
13	Bond Prices and Yields	10	WM
15	Managing Bond Portfolios	11	WM
20			

DATE	TOPIC	CHAPTER	ASSIGNMENTS
22			
27	EXAM II		
29	Macroeconomic and Industry Analysis	12	S&P
Apr 3			
5	Equity Valuation	13	WM, S&P
10			
12	Financial Statement Analysis	14	WM
17	Options Markets	15	WM
19	Option Valuation	16	WM
24	Futures Markets and Risk Management	17	
26	Performance Evaluation and Active Portfolio Management	18	
May 1	FINAL EXAM		1:30 PM