



Financial Markets and Investing
MBA 551
Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

Financial market characteristics and investment methods are the focus of study in this course. Learners apply methods for profiling and assessing financial market performance, valuation methods, and investment selection and risk. *Prerequisites: MBA 512 and MBA 535.*

II. Required and Supplementary Instructional Materials

Melicher, R. and Norton, E. (2014). *Introduction to finance: markets, investments, and financial management* (15th ed.). Hoboken, NJ: John Wiley & Sons, Inc.

III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each program of study that are in line with the institutional outcomes of critical thinking, ethical reasoning, leadership, communication, and career preparation. Course outcomes support program outcomes and are listed below.

Upon successfully completing this course, the learner will be able to:

1. Select appropriate analytical and problem-solving methods, practices, and tools for evaluating financial markets, investments, and risk.
2. Evaluate varied financial markets, investment decisions, and associated financial risks.
3. Recommend investments, given selected investor types and portfolios.
4. Critique investment performance.
5. Appraise the potential value of enhancements to investment strategies and techniques.
6. Articulate ethical and legal best practices for investment management, analysis, recommendations, and decision-making.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	12	180	18%
Midterm Essay (Mastery Assignment)	1	250	25%
Team Business Presentation (Mastery Assignment)	1	320	32%
Final Essay (Mastery Assignment)	1	250	25%
Total Points		1000	100%

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 1-3 • Read Jordan, J. (2015) <i>The Role of Gold in a Market-Based Monetary System</i>. CATO Journal. v35 i 2, 233-250. • Read Claudiu, H. (2015) <i>The Regulation Necessity of the International Financial and Banking System</i>. Procedia Economics and Finance, v 32, 2015 968-972. • Read Beaudoin, C, Cianci, A., Tsakumis, George T. (2015) <i>The impact of CFO's incentives and earnings management ethics on their financial reporting decisions: The mediating role of moral disengagement</i>. Journal of Business Ethics, v 128 i 3, 505-518 • View video (6:52): "The Functions of Money" 	<ul style="list-style-type: none"> • Unit 1.1 Discussion • Unit 1.2 Discussion • Unit 1 Team Presentation – Part 1
2	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 4-6 • Read Cargill, T, O'Driscoll, Jr., G. (2013) <i>Federal Reserve System Independence: Reality or Myth?</i> CATO Journal, v33, i3, 417-435. • Read Molise, E. (2013) <i>Is It Time to Bid the Current International Monetary System Farewell? Lessons from the Global Financial Crisis</i>. Africa Growth Agenda, Apr / Jun 2013, p. 14-17. • View video (3:16): "The Federal Reserve Explained" 	<ul style="list-style-type: none"> • Unit 2.1 Discussion • Unit 2.2 Discussion • Unit 2 Team Business Presentation – Part 2
3	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 7-9 • View the presentation by Dr. Joel Light (8:56) "Government and Its Role in Investments" • Read Bernoth, K., Colavecchio, R. (2014) <i>The Macroeconomic Determinants of Private Equity Investment: A European Comparison</i>. Applied Economics, v46, i11, 1170-1183. • Read Kaya, H. (2014) <i>Does the Level of the Yield Curve Predict Inflation?</i> Applied Economic Letters, v21, i7, 477-480. • View video (4:30): "What is a Yield Curve?" 	<ul style="list-style-type: none"> • Unit 3.1 Discussion • Unit 3.2 Discussion • Mid-Term Essay
4	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 10-12 • Read Ecker, F. (2014). <i>Information Precision and Long-Run Performance of Initial Public Offerings</i>. Contemporary Accounting Research, v31, i3, 876-910. • Read Duska, R. (2015) <i>Law and Ethics in the Financial Services Markets: More Law, Less Justice?</i> Journal of Financial Service Professionals. v69, i5, 22-25. • View video (1:04): "What are Primary and Secondary Markets?" 	<ul style="list-style-type: none"> • Unit 4.1 Discussion • Unit 4.2 Discussion • Unit 4 Team Business Presentation – Part 3

Unit	Reading & Preparation Activities	Graded Work Due
5	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 13-15 • Read Campbell, J. (2015). <i>The Fair Value of Cash Flow Hedges, Future Profitability, and Stock Returns</i>. Contemporary Accounting Research. v 32, i1, 243-279. • Read Verma, M. (2015) <i>Inventory Management Accounting for Obsolete Inventory</i>. IUP Journal of Accounting Research & Audit Practices. v14, i1, 55-60. • View video (13:09): Business Structures: “How to Choose the Right Legal Structure for Your Business” 	<ul style="list-style-type: none"> • Unit 5.1 Discussion • Unit 5.2 Discussion • Unit 5 Team Business Presentation – Part 4
6	<ul style="list-style-type: none"> • Read Melicher and Norton, Chapters 16-18 • Read Bestero, E., de Souza Pinto, J., and Novaski, O. (2015). <i>Success Factors in Project Management</i>. Business Management Dynamics, v4, n9, 19-34. • Read Bertomeu, J. (2013). <i>Discussion of Earnings Manipulation and the Cost of Capital</i>. Journal of Accounting Research, v5, i2, 475-493. • View video (7:03): “Project Budget: Key Financial Metrics - Project Management Made Easy” 	<ul style="list-style-type: none"> • Unit 6.1 Discussion • Unit 6.2 Discussion • Unit 6 Final Team Business Presentation’ • Unit 6 Final Essay

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.