

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	INVESTMENTS	Instructor	YI-CHENG LIU
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG1 No poverty SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems. III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:25.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:5.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course
Introduction

Producing graduates with capability of foreseeing and analyzing the development of Global Economy. Breeding professionals with expertise in Marketing and Financial Management

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Producing graduates with capability of foreseeing and analyzing the development of Global Economy. Breeding professionals with expertise in Marketing and Financial Management	Cognitive
2	reeding professionals with expertise in Marketing and Financial Management	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion, Publication, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)
2	AD	12357	Lecture, Discussion, Publication, Practicum, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Chapter 5: Risk, Return, and the Historical Record	
2	112/02/20 ~ 112/02/26	Chapter 5: Risk, Return, and the Historical Record	
3	112/02/27 ~ 112/03/05	Chapter 6: Efficient Diversification	
4	112/03/06 ~ 112/03/12	Chapter 6: Efficient Diversification	
5	112/03/13 ~ 112/03/19	Chapter 6: Efficient Diversification	
6	112/03/20 ~ 112/03/26	Chapter7: Capital Asset Pricing and Arbitrage Pricing Theory	
7	112/03/27 ~ 112/04/02	Chapter7: Capital Asset Pricing and Arbitrage Pricing Theory	
8	112/04/03 ~ 112/04/09	Chapter7: Capital Asset Pricing and Arbitrage Pricing Theory	
9	112/04/10 ~ 112/04/16	Chapter7: Capital Asset Pricing and Arbitrage Pricing Theory	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Chapter 8: The Efficient Market Hypothesis	
12	112/05/01 ~ 112/05/07	Chapter 8: The Efficient Market Hypothesis	
13	112/05/08 ~ 112/05/14	Chapter 18: Evaluating Investment Performance	
14	112/05/15 ~ 112/05/21	Chapter 18: Evaluating Investment Performance	
15	112/05/22 ~ 112/05/28	Chapter 22: Investors and the Investment Process	
16	112/05/29 ~ 112/06/04	Chapter 22: Investors and the Investment Process	
17	112/06/05 ~ 112/06/11	Chapter 22: Investors and the Investment Process	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	None		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Essentials of Investments (12th Edition, 2022) Bodie, Kane, Marcus		

References	
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 35.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other () : %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.