

Investments Syllabus

BusFin 4221 Section 5046 Autumn 2022

- **Course times and location:** Mondays and Wednesdays, 12:45 p.m.- 2:05 p.m. in Gerlach Hall 355
- **Credit hours:** 3
- **Mode of delivery:** In-person, lecture

Instructor

- **Name:** Sharon Shaffer
- **Email:** Shaffer.710@osu.edu
- **Office location:** 255C Fisher Hall
- **Office hours:** Tuesday and Thursday 11am – 12 noon and by request
- **Preferred means of communication:**
 - My preferred method of communication for questions is **email**.
 - My class-wide communications will be sent through the Announcements tool in CarmenCanvas. Please check your [notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to be sure you receive these messages.

Course Prerequisites

Business Finance 3220, Statistical Techniques 2320, Business Analytics 2321

Course Description

This course is designed to teach students the principles of financial decision making and the investment process. The course will cover current market moving events, multiple asset classes, asset allocation, diversification, equity analysis, efficient market hypothesis, CAPM, active investment management, behavioral finance and fixed income securities.

Learning Outcomes

By the end of this course, students should successfully be able to:

- Explain the different investment vehicles available in financial markets
- Explain how security markets work
- Explain the risk/return relationship in the context of efficient portfolios



THE OHIO STATE UNIVERSITY

Fisher College of Business
Finance Department

- Determine the value of specific types of investments including stocks, bonds, options and futures
- Communicate analytical work containing appropriate industry terminology
- Generate own investment strategy and portfolio



How This Course Works

Mode of delivery: This course is 100% in-person.

Credit hours and work expectations: This is a 3 credit-hour course. According to [Ohio State bylaws on instruction](https://go.osu.edu/credithours) (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of C average.

Attendance and participation requirements: Research shows regular participation is one of the highest predictors of success. With that in mind, I have the following expectations for everyone's participation:

- **Participating in classroom activities for attendance: at least twice per week**
 - *Your presence is necessary for everyone's success in this course. I take attendance to encourage your active participation in learning and so I can get to know you. Not being in class may impact your engagement with content and ideas shared in class, so I encourage you to remember this. Please be proactive in situations where you will be absent, if you experience an emergency, or anticipate a prolonged absence for any reason.*



Course Materials, Fees and Technologies

Required Materials

- In this course you will be using Connect with the book: Essentials of Investments, 12th edition, by Bodie.

You are not required to purchase a physical copy of the book, however there is a discounted Loose-Leaf option within Connect if you'd like a paper copy of the book.

Connect will house your book (in eBook format) and your homework assignments.

To register for Connect, please follow the instructions below:

- Go to Carmen
- Go to the McGraw Hill tab and click on the link: BusFin 4221 Section 5046
- Sign in:
 - If you already have a Connect account created from previous courses use the same log in credentials.
 - If you do not already have an account created, please click 'create account' and follow the steps
- Once you sign in you will be brought to the purchasing page. You do have a free 14-day trial, but I recommend purchasing your access now so that you do not get locked out. Connect is mandatory for this course so you will need to purchase it.
- After adding your purchasing information click submit.
- You now have access to your materials and can automatically enter Connect.
- Subscription to Wall Street Journal. Student subscriptions can be purchased at <https://education.wsj.com/students/>

Required Equipment

- **Computer:** current Mac (MacOS) or PC (Windows 10) with high-speed internet connection
- **Other:** a mobile device (smartphone or tablet) to use for BuckeyePass authentication

If you do not have access to the technology you need to succeed in this class, review options for technology and internet access at go.osu.edu/student-tech-access.

Required Software

Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365. Visit the [installing Office 365](https://go.osu.edu/office365help) (go.osu.edu/office365help) help article for full instructions.

CarmenCanvas Access

You will need to use [BuckeyePass](https://buckeyepass.osu.edu) (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you do each of the following:

- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](https://go.osu.edu/add-device) (go.osu.edu/add-device) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- [Install the Duo Mobile application](https://go.osu.edu/install-duo) (go.osu.edu/install-duo) on all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at [614-688-4357 \(HELP\)](tel:614-688-4357) and IT support staff will work out a solution with you.

Technology Skills Needed for This Course

- Basic computer and web-browsing skills
- [Navigating CarmenCanvas](https://go.osu.edu/canvasstudent) (go.osu.edu/canvasstudent)

Technology Support

For help with your password, university email, CarmenCanvas, or any other technology issues, questions or requests, contact the IT Service Desk, which offers 24-hour support, seven days a week.

- **Self Service and Chat:** go.osu.edu/it
- **Phone:** [614-688-4357 \(HELP\)](tel:614-688-4357)
- **Email:** servicedesk@osu.edu

Grading and Faculty Response

How Your Grade is Calculated

Assignment Category	Percentage
Classroom participation & Connect homework assignments	5%
Stock Trading /Portfolio Simulation	5%
Investment Case	15%
Quizzes (4)	15%
Midterm Exam	30%
Final Exam	30%

See [Course Schedule](#) for due dates.

Descriptions of Major Course Assignments

Stock Trading / Portfolio Management Simulation

Description: The semester-long project will use a virtual stock simulation on www.howthemarketworks.com. The purpose of this assignment is to give you experience in evaluating stocks and constructing a portfolio of investments. The full assignment will be discussed in class and will be posted on Carmen early in the semester.

Investment Case

Description: You will submit a detailed (2-3 pages) investment case on one of the stocks that you hold in your virtual portfolio. This will be due at the end of the semester. The full assignment will be discussed in class and posted on Carmen early in the semester.

Quizzes

Description: There will be four quizzes. They will be available on Carmen. No quiz extension or make-ups will be offered.

Midterm and Final Exams

Description: The exams will be in-person and closed book. All exams are classified as individual work and any collaboration or use of any outside materials (book, notes, internet connected devices, etc.) is strictly prohibited. Absences from exams will only be excused for the most serious of reasons and will need to be documented by an appropriately accredited professional (i.e., a medical doctor).

The final exam for this course is scheduled for Wednesday, December 14, 2022 from 4:00 – 5:45pm.

Academic integrity and collaboration: Your written assignments should be your own original work. In formal assignments, you should follow a style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in but no one else should revise or rewrite your work.

Late Assignments

Please refer to Carmen for due dates. Due dates are set to help you stay on pace and to allow timely feedback that will help you complete subsequent assignments.

Instructor Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. Remember that you can call [614-688-4357 \(HELP\)](tel:614-688-4357) at any time if you have a technical problem.

- **Preferred contact method:** If you have a question, please contact me first through my Ohio State email address. I will reply to emails within **24 hours on days when class is in session at the university**.
- **Class announcements:** I will send all important class-wide messages through the Announcements tool in CarmenCanvas. Please check [your notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to ensure you receive these messages.
- **Grading and feedback:** For assignments submitted before the due date, I will try to provide feedback and grades within **seven days**. Assignments submitted after the due date may have reduced feedback, and grades may take longer to be posted.

Grading Scale

93–100: A
 90–92.9: A-
 87–89.9: B+
 83–86.9: B
 80–82.9: B-



77–79.9: C+
73–76.9: C
70–72.9: C-
67–69.9: D+
60–66.9: D
Below 60: E



Other Course Policies

Academic Integrity Policy

See [Descriptions of Major Course Assignments](#) for specific guidelines about collaboration and academic integrity in the context of this online class.

Ohio State's Academic Integrity Policy

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the university's [Code of Student Conduct](http://studentconduct.osu.edu) (studentconduct.osu.edu), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the university's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the university or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the university's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the university's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at equity.osu.edu,
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](https://go.osu.edu/ccsondemand) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:6142925766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](https://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:18002738255). [The Ohio State Wellness app](https://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.



Accessibility Accommodations for Students with Disabilities

Requesting Accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with [Student Life Disability Services \(SLDS\)](#). After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's request process, managed by Student Life Disability Services.

Disability Services Contact Information

- Phone: [614-292-3307](tel:614-292-3307)
- Website: slds.osu.edu
- Email: slds@osu.edu
- In person: [Baker Hall 098, 113 W. 12th Avenue](#)

Accessibility of Course Technology

This course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.

- [CarmenCanvas accessibility](http://go.osu.edu/canvas-accessibility) (go.osu.edu/canvas-accessibility)
- Streaming audio and video
- [CarmenZoom accessibility](http://go.osu.edu/zoom-accessibility) (go.osu.edu/zoom-accessibility)

Course Schedule

Refer to the CarmenCanvas course for up-to-date due dates.



Week	Date	Topics, Readings, Assignments, Due Dates
1.2	8/24/22	Introduction via Video on Carmen – No Class
2.1	8/29/22	Stock Simulation & Ch. 1 Investment Background & Issues
2.2	8/31/22	Federal Reserve & Role in Financial Markets; Ch. 2 Asset Classes & Financial Instruments
3.1	9/5/22	NO Class 9/5/22 – Labor Day
	9/6/22	Stock Simulation Starts 9/6/22
3.2	9/7/22	Ch. 3 Securities Markets
4.1	9/12/22	Ch. 4 EFTs & Mutual Funds
4.2	9/14/22	Quiz #1 Chapters 1-4 & Market Talk 9/14/22 Ch. 5 Risk & Return
5.1	9/19/22	Ch. 5 Risk & Return (cont.)
5.2	9/21/22	Ch. 6 Efficient Diversification
6.1	9/26/22	Ch. 7 CAPM/APT (part 1)
6.2	9/28/22	Guest Lecturer: Brian Dana, Meketa Investments 9/28/22
7.1	10/3/22	Ch. 8 Efficient Markets Hypothesis Quiz #2 Chapters 5-7 & Market Talk 10/3/22
7.2	10/5/22	Ch. 9 Behavioral Finance
8.1	10/10/22	Review for Midterm
8.2	10/12/22	Midterm Exam 10/12/22
9.1	10/17/22	Ch. 12 Macroeconomic & Industry Analysis
9.2	10/19/22	Ch. 13 Equity Valuation & Analysis
10.1	10/24/22	Ch. 14 Financial Statement Analysis (part 1)
10.2	10/26/22	Ch. 14 Financial Statement Analysis (part 2)
11.1	10/31/22	Equity Review Ch. 12-14
11.2	11/2/22	Quiz #3 Chapters 12-14 & Market Talk 11/2/22 Ch. 10 Fixed Income Characteristics
12.1	11/7/22	Ch. 10 Fixed Income Securities

12.2	11/9/22	Ch. 11 Managing Bond Portfolios – Credit Risk & Ratings
13.1	11/14/22	Ch. 11 Fixed Income Interest Rate Sensitivity
13.2	11/16/22	Ch. 11 Duration & Convexity
14.1	11/21/22	Ch. 15 Introduction to Options
14.2	11/23/22	Autumn Break - No classes on Wednesday, 11/23/22
15.1	11/28/22	Ch. 15 Option Strategies
15.2	11/30/22	Investment Case due 11/30/22 Class TBD Stock Simulation due 12/2/22 at 4pm
16.1	12/5/22	Ch. 15 Futures & Forwards Quiz #4 Chapters 10,11,15 & Market Talk 12/7/22
16.2	12/7/22	Final Exam Review
17		Final Exam Wednesday, December 15, 2022 2:00 – 3:45pm