



## Securities Analysis- FINS 322 Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE: January 2021  
OUTLINE EFFECTIVE DATE: September 2023  
COURSE OUTLINE REVIEW DATE: March 2028

---

#### GENERAL COURSE DESCRIPTION:

The objective of this course is to provide the student with a basic understanding of the fundamental components of security analysis and the process of portfolio construction leading ultimately to wealth management. Topics include investment theory, valuation of equity, bonds, money market and derivative instruments, concepts of risk and return and portfolio diversification.

---

#### Program Information:

This course is a core course in the Business Management – Financial Services Diploma Program. This course can be used as Business elective in several Business and University Studies Programs. Refer to the College Program Guide for additional information.

---

**Delivery:** This course is delivered face to face or online

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

Greg McCallum, MA, TCM

\_\_\_\_\_  
Signature

**APPROVAL SIGNATURES:**

Department Head  
Erin Aasland Hall  
E-mail: [aaslandhall@cotr.bc.ca](mailto:aaslandhall@cotr.bc.ca)

Dean of Business and University Studies  
Stephanie Wells  
E-mail: [SWells2@cotr.bc.ca](mailto:SWells2@cotr.bc.ca)

\_\_\_\_\_  
Department Head Signature

\_\_\_\_\_  
Dean Signature

EDCO

Valid from: September 2023-March 2028

\_\_\_\_\_  
Education Council Approval Date

**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** A minimum grade of C- (55%) in ENGL 100 or in COMC 101, and  
A minimum grade of C- (55%) in STAT 106, and  
A minimum grade of C- (55%) in FINS 215, and  
A minimum grade of C- (55%) in either MATH 101, MATH 103 or MATH 111

**Corequisites:** None

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA  Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Student should also contact an academic advisor at the institution where they want transfer credit.

## **Textbooks and Required Resources:**

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Reilly, F. K., Brown, K. C., & Leeds, S. J., (2019). *Investment Analysis and Portfolio Management*. Cengage Publishers 11<sup>th</sup> edition.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

---

## **LEARNING OUTCOMES:**

Upon the successful completion of this course, students will be able to:

- describe the components and the operation of financial markets, and also identify relevant financial instruments;
  - explain the investment setting, organization and functioning of the securities market;
  - apply portfolio management principles including asset allocation, risk and return trade off, fundamental and technical analysis;
  - analyze portfolio theories including CAPM, APT, Efficient Market Hypothesis; and
  - formulate and apply portfolio management strategies, and evaluate portfolio performance.
- 

## **COURSE TOPICS:**

- The Investment Setting
- Organization and Functioning of Securities Markets
- Equity Valuation
- Bond Fundamentals and Valuation
- An Introduction to Derivative Markets and Securities
- Asset Allocation and Security Selection
- Efficient Capital Markets, Behavioral Finance and Technical Analysis
- An introduction to Portfolio Management
- Asset Pricing Models
- The Top-Down Approach to Market, Industry, and Company Analysis
- The Practice of Fundamental Investing
- Equity Portfolio Management Strategies
- Bond Analysis and Portfolio Management Strategies
- Evaluation of Portfolio Performance

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

---

**EVALUATION AND ASSESSMENT (Face-to-Face Delivery):**

Assignments	% of Total Grade
Portfolio Construction Project (Individual)	20%
Midterm 1	20%
Midterm 2	20%
Final Exam	<u>40%</u>
Total:	100%

**EVALUATION AND ASSESSMENT (Online Delivery):**

Assignments	% of Total Grade
Portfolio Construction Project (Individual)	15%
Midterm 1	15%
Midterm 2	15%
Weekly learning activities	15%
Final Exam	<u>40%</u>
Total:	100%

**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

**COURSE GRADE:**

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C-(55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

**ACADEMIC POLICIES:**

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

---

**COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.