AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Stock Analysis								
Course Code	BSO221		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	3	Workload	76 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Globalization of financial markets is of increasing importance in the capital market. In this context, the Turkish Capital Markets and capital market analysis constitutes an important area of study and research. In this course, capital market analysis and a detailed analysis, the students are analyzed and necessary in this regard is aimed at ensuring transfer of knowledge.								
Course Content	Financial Markets: Definition and Importance, Functions, Classification, marketable securities; Management Theoretical Foundations: Markowitz's portfolio theory, Sharpe Index Model, the Financial Asset Pricing Model (CAPM); Asset Distribution: Strategic Asset; distribution, Tactical Asset Allocation; Bond Valuation and management: Bond Valuation; Methods: present Value Method, Effective Yield Concept, Interest Structure Diagrams, Average; binding time; Shares Valuation and Management: Shares Valuation Methods,; Technical Analysis, Fundamental Analysis, Random Walk Approach; Derivative Instruments.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Problem Solving								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	• TANER, B. ve AKKAYA, G.C. (2009), “Sermaye Piyasası Faaliyet Alanı ve Menkul Kıymetler”, Detay Yayıncılık, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Financial System Components and Operation
2	Theoretical	Money Market Instruments
3	Theoretical	Capital Market Instruments with stocks, bonds and other instruments to be examined in the context.
4	Theoretical	Capital Market Instruments with stocks, bonds and other instruments to be examined in the context.
5	Theoretical	Futures Market
6	Theoretical	Derivative Financial Instruments (Forward, Futures, Options)
7	Theoretical	An overview
8	Intermediate Exam	Mid Exam
9	Theoretical	Financial Institutions (Central Bank and Commercial Banks)
10	Theoretical	Financial Institutions Investment Bank, Investment Ort et al) ISE, CMB, BRSA, IGE)
11	Theoretical	Finansal Kurumlar Yatırım Bankası, Yatırım Ort ve diğ) İMKB, SPK, BDDK, İAB)
12	Theoretical	Valuation of Financial Instruments
13	Theoretical	Portfolio Analysis
14	Theoretical	Evaluation of the financial structure in Turkey
15	Theoretical	Overall rating

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	1	26	54
Midterm Examination	1	0	15	15

Final Examination	1	0	7	7
			Total Workload (Hours)	76
			[Total Workload (Hours) / 25*] = **ECTS**	3
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Define investment instruments and institutions in capital markets
2	Explain investment strategies in capital markets
3	Determine the market entry-exit time
4	. Learn portfolio theory and risk reduction strategies
5	Distinguish between basic and technical analysis

Programme Outcomes *(Business Administration Management)*	
1	
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Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	4	2	4	3	2
P2	3	4	3	4	3
P3	4	3	4	3	2
P4	2	2	3	4	4
P5	4	1	4	3	3
P6	3	2	3	2	4
P7	4	3	2	3	3
P8	3	4	3	4	2
P9	2	3	4	3	3
P10	3	4	3	4	2