



## 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.
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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*] = <b>ECTS</b>				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 (Banking and Insurance)

1	Gain practical skills in mathematics and social studies business problems
2	Professional and ethical responsibility to win
3	Business and other disciplines in the area of individual and ability to work effectively within a team
4	Apply the principles and processes related to the services offered by commercial banks.
5	To have the necessary theoretical knowledge for the realization of marketing and financing activities in the field of Banking and Insurance.
6	Can make bank and insurance accounting
7	Gains the ability to make economic analysis.
8	Have the ability to recognize, edit and store documents used in commercial life.

### 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	3	5	2	3	5
P2	4	2	4	5	2
P3	5	4	5	3	4
P4	4	4	4	5	5
P5	5	5	5	4	5
P6	5	4	4	5	5
P7	5	3	3	4	3
P8	4	5	5	5	5

