



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Equity Security and Stock Exchange							
Course Code		İŞLE534		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The financial markets have gained increasing importance during the globalization process. A large number of instruments are traded in these markets. The aim of this course is to teach the students scientific techniques that they would use when they invest in these instruments and instill the mindset of a rational investor in them.							
Course Content		Financial Markets, Capital Markets, Equity Capital Markets, Derivatives Markets, CMB, ISE, VOB Securities concept, portfolio definition, the traditional portfolio theory and modern portfolio theory , efficient markets hypothesis, introduction to Markowitz's portfolio theory , measurement of return and risk of a portfolio, introduction to capital asset pricing model(CAPM) ,Arbitrage Pricing Model, Portfolio performance evaluation, active - passive portfolio management, international diversification.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Menkul Değer Yatırımlarına Giriş, Dr. Arman Tevfik ve Dr. Gürman Tevfik, Ekonomik Araştırmalar Merkezi Yayınları, İstanbul, 1999.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Securities Analysis Course
2	Theoretical	Time Value of Money: Future value and future value concepts annüitelerin, Fundamental Analysis
3	Theoretical	Fundamental Analysis
4	Theoretical	Valuation of Shares
5	Theoretical	Valuation of Bonds
6	Theoretical	Measurement of Risk and Return Analysis of Securities
7	Theoretical	Measurement of Risk and Return Analysis Calculations Securities
8	Intermediate Exam	Midterm Exams
9	Theoretical	Modern Portfolio Approach
10	Theoretical	Traditional Approach to Portfolio
11	Theoretical	Capital Asset Pricing Model and Arbitrage Pricing Model
12	Theoretical	Technical Analysis
13	Theoretical	Valuation and Other Selected Methods of Analysis
14	Theoretical	Valuation of money market instruments
15	Theoretical	Discussion, problem solving for the final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Business Administration Master's Without Thesis)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods)
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization

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	3	5	4
P2	5	4	2	4	2
P3	4	2	5	3	3
P4	2	3	5	2	5
P5	3	4	3	3	4

