# Introduction to Investment and Financial Markets

## EM054ME5B1

### Program

**Bachelor**
BAI 3A Bachelor Affaires Internationales

### UE

Introduction to Investment and Financial Markets

### Semester

B

### Discipline

Finance

### Contact hours

**27** H

### Number of spots

45

### ECTS

5

### Open to visitors

Yes

### Language

**Coordinator**

Vivien LEFEBVRE

# List of lecturers

| Lecturer(s) | Email | Contact hours - lecture |
|---|---|---|
| **Vivien LEFEBVRE** | vivien.lefebvre@em-strasbourg.eu | **27 h** |

## Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will know, understand, and use management tools appropriately.**

Students will demonstrate knowledge of management tools in their scope of action.

Students will know how to implement their knowledge within an organization.

**LEARNING GOAL 3 : Students will be able to adapt effectively in an international environment.**

Students will demonstrate their ability to learn and take action when working in intercultural teams.

Students will communicate their ideas effectively, both orally and in writing, in French and in two additional languages.

## Description

This course will give students a global perspective on financial markets organisation and instruments. In the first chapter, we will present the different segments of the financial markets (Money Market, Bond Market, Stock Market, Forex). Then, we will focus on bonds valuation and bond markets. The third chapter will be dedicated to stocks, with the study of the risk and return couple. The fundamentals of the Capital Asset Pricing Model and Portfolio Theory will be dealt with in chapter 4.

## Teaching methods

### Face-to-face

- Lectures

### In group

- Projects

### Interaction

**No items in this list have been checked.**

### Others

**No items in this list have been checked.**

## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Describe** the main players involved in financial markets.
- - (level 2) **Distinguish** between the main forms of financial markets' organization.
- - (level 2) **Explain** the various forms of financial risks including the difference between systematic and specific risk.
- - (level 4) **Calculate** the price of a bond with discounting techniques.

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### Affective domain

Upon completion of this course, students should be able to
**None affective domain have been associated with this course yet**

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## Outline

Chapter 1 : Financial Markets Organization
Chapter 2 : Bonds and the bond market
Chapter 3 : Stocks and the stock market
Chapter 4 : the Capital Asset Pricing Model

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

Basic knowledge in financial economics and statistics

Fundamentals of Accounting (financial statements analysis), Fundamentals of Financial Mathematics (discount rate)

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## Teaching material

### Mandatory tools for the course

- Computer
- Calculator

### Documents in all formats

- Case studies/texts

- Worksheets

### Moodle platform

- Upload of class documents

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material
Berk, J. and DeMarzo, P. (2007). Corporate Finance, Pearson International Edition

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Additional literature
**No reading material has been provided.**

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### EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered
**No reading material has been provided.**

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) :
Written / Group / English / Weight : 30 %
**Details :** The intermediate assessment is a team-work case-study. All required information and guidelines will be provided on Moodle and during the lessons and there will be a follow-up session during the course.
**This evaluation is used to measure LO1.1, LO1.1, LO1.2, LO1.2, LO1.3, LO1.3, LO2.1, LO2.1, LO2.2, LO2.2, LO4.2**

**Final evaluation**Exam week
Written (90 Min.) / Individual / English / Weight : 70 %
**Details :** The final exam will be made of several exercises and questions.
**This evaluation is used to measure LO1.1, LO1.2, LO2.1, LO3.1, LO3.2**