

Introduction to Investment and Financial Markets

EM054ME5B

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

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Analyze the challenges related to the values of diversity, ethics and sustainable development

Apply the concept of corporate social responsibility

Appliquer un management à impact grâce aux connaissances et aux outils de base dans les domaines du management

Expose the managerial issues

Apply managerial concepts and practices

Use the main digital tools

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

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

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)

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.

Recommended reading

Main reading material

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

Additional literature

No reading material has been provided.

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.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 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 ILO2.1-BAI, ILO2.2-BAI, ILO4.1-BAI, ILO4.2-BAI, ILO4.4-BAI, ILO1.1-BAI, ILO1.2-BAI, ILO1.3-BAI, ILO1.4-BAI

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 ILO4.3-BAI, ILO4.4-BAI, ILO1.1-BAI, ILO1.2-BAI, ILO1.3-BAI

