

Montgomery County Community College  
ECO 115  
Principles of Personal Investing  
3-3-0

**COURSE DESCRIPTION:**

Students learn both a conceptual and applied approach to personal investments. Financial theory is used as a practical guide to understanding the workings of financial markets. Topics include the investment risk/return relationship, debt and equity instruments, sources of investment information, efficient markets, managing your portfolio, and investment companies.

**REQUISITES:**

*Previous Course Requirements*

None

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Differentiate sources of investment information provided through traditional financial sources, libraries and online.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams
2. Apply the risk versus return relationship of investments to their personal investing decisions.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Contrast the variety and characteristics of investment alternatives in order to make informed investment decisions.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Course Assessment Tool
4. Interpret quantitative as well as qualitative factors that influence common stock values and those of other financial instruments in order to make informed investment decisions.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams
5. Interpret the impact of globalization on investment decisions.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams
6. Practice personal financial investing and make informed investment decisions.	Lecture Assigning Readings Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Computer Simulations Multi-Media Presentations Quizzes and Exams	Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

#### SEQUENCE OF TOPICS:

1. Personal Investing and Investment Objectives
2. Sources of Investment Information
3. Overview of the Equity Markets
4. Buying and Selling Equities
5. Measuring and Understanding Risk and Return
6. Buying and Selling Bonds
7. Bond Valuation and Management
8. Common Stock Analysis
9. Growth Stock Investing
10. Value Investing
11. Efficient Market and Random Walk Hypotheses and Investing
12. Capital Asset Pricing Theory
13. Mutual Fund Investing
14. Global Investing
15. Options Markets and Strategies
16. Futures Markets and Strategies

#### LEARNING MATERIALS:

O'Neil, William. (2009). *How to Make Money in Stocks*, 4<sup>th</sup> ed. McGraw-Hill.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

#### COURSE APPROVAL:

Prepared by: William Zimmer	Date: 3/2005
Revised by: Lee Bender	Date: 3/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 9/11/2009

Revised by: Lee Bender	Date: 3/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/23/2013

Revised by: Jill Beccaris-Pescatore	Date: 11/13/2017
VPAA/Provost or designee Compliance Verification:	Date: 11/14/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*