



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	投資學		學年/學期 Academic Year/Semester	112/2	
課程名稱(英文) Course Name in English	Investment				
科目代碼 Course Code	TRLSM0040	系級 Department & Year	碩士	開課單位 Course-Offering Department	觀光暨休閒遊憩學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/蕭朝興				
先修課程 Prerequisite					
課程描述 Course Description					
<p>This class assumes no prior education in finance. It develops fundamental models of valuation and investment from first principles and applies them to problems of corporate and individual decision making. Topics covered portfolio theory and the trade-off between risk and return. It presents several asset pricing models, the Capital Asset Pricing Model, the Arbitrage Pricing Theory, the Three-Factor Model, and recent applications to the calculation of the firm's cost of capital. Students are introduced to the fundamental concepts of finance: the time value of money, portfolio theory and the determinants of expected security returns.</p>					
課程目標 Course Objectives					
<p>The class of Financial Economics is designed to provide the student with an introduction to the fields of Investment and Behaviour Finance. Students pursuing a concentration in finance should view Investment as an advanced course in equity investments, portfolio management, financial markets and institutions.</p>					
系專業能力 Basic Learning Outcomes					課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備觀光、休閒、遊憩之理論的進階知識To Have advanced knowledge on tourism、recreation and leisure.				
B	具備邏輯思考、問題分析與解決的能力Students will be able to identify, analyze and solve business problems with logical thinking.				●
C	具備跨文化領導、溝通協調與團隊合作的能力Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.				○
D	具備國際視野與外語能力Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.				○
E	善用資訊科技進行資訊蒐集、分析與統整Use of technology for information gathering, analysis and integration.				●
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識Develop "deep recreation experience" of tourism and recreation management and planning knowledge.				○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.				○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.				○

圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Allocating Investment Capital (lect1.pdf)	
2	The CAPM (lec2.pdf)	
3	Testing the CAPM (lect4.pdf)	
4	Fama, Eugene F., and Kenneth R. French. 1992. The Cross-Section of Expected Stock Returns. <i>Journal of Finance</i> 47, 427 - 65.	
5	Fama, Eugene F., and Kenneth R. French. 2008. Average Returns, BM, and Share Issues. <i>Journal of Finance</i> 63, 2971 - 2995.	
6	Fama, Eugene F., and Kenneth R. French. 1993. Common Risk Factors in the Returns on Stocks and Bonds. <i>Journal of Financial Economics</i> 33, 3 - 56.	
7	Lakonishok, Josef, Andrei Shleifer, and Robert W. Vishny. 1994. Contrarian Investment, Extrapolation, and Risk. <i>Journal of Finance</i> 49, 1541 - 1578.	
8	Jegadeesh, Narasimhan and Josef Lakonishok, 1993. Returns to Buying Winners and Selling Losers: Implications for Stock Market Efficiency. <i>Journal of Finance</i> 48, 65-91.	
9	Midterm Exam	
10	Chan, Louis K., Narasimhan Jegadeesh, and Josef Lakonishok, 1996. Momentum Strategies. <i>Journal of Finance</i> 51, 1681-1713.	
11	Lee, Charles M.C. and Bhaskaran Swaminathan. 2000. Price Momentum and Trading Volume. <i>Journal of Finance</i> 55, 2017-2069.	
12	Baker, Malcolm and Jeffrey Wurgler, 2006. Investor Sentiment and the Cross-Section of Stock Returns. <i>Journal of Finance</i> 61, 1645-1680.	
13	Lewellen, Jonathan, 2015. The Cross Section of Expected Stock Returns. <i>Critical Finance Review</i> 4, 1 - 44.	
14	Novy-Marx, Robert, 2013. The Other Side of Value: The Gross Profitability Premium. <i>Journal of Financial Economics</i> , 108 1 - 28.	
15	Ball, Ray, Joseph Gerakos, Juhani T. Linnainmaa, and Valeri V. Nikolaev, 2015. Deflating Profitability. <i>Journal of Financial Economics</i> , 117, 225-248. Ball, Ray, Joseph Gerakos, Juhani T. Linnainmaa, and Valeri V. Nikolaev, 2016. Accruals, Cash Flows, and Operating Profitability in the Cross Section of Stock Returns. <i>Journal of Financial Economics</i> , 121, 28-45. Akbas, Ferhat, Chao Jiang, and Paul D. Koch, 2016. The trend in firm profitability and the cross-section of stock returns. <i>The Accounting Review</i> 92, 1 - 32.	
16	Bali, Turan G., Nusret Cakici, and Robert F. Whitelaw, 2011. Maxing out: stocks as lotteries and the cross-section of expected returns. <i>Journal of Financial Economics</i> 99, 427 - 446. Bali, Turan G., Stephen J. Brown, and Yi Tang, 2017. A lottery-demand-based explanation of the beta anomaly. <i>Journal of Financial and Quantitative Analysis</i> 52, 2369-2397.	
17	Final Exam	
18		

教學策略 Teaching Strategies

- 課堂講授 Lecture 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL) 團體合作學習 (TBL) 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching
 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance									
期中考成績 Midterm Exam	50%	✓							
期末考成績 Final Exam	50%	✓							
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

Midterm exam (50%), Final exam (50%)

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

No text book. Every lecture has its own lecture note that will be distributed before class.

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

Available at E-learning.

其他補充說明 (Supplemental instructions)