

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title : Bachelor of Arts (Honours) in Personal Finance and Bachelor of Education (Honours) (Business, Accounting and Financial Studies); all undergraduate programmes

Programme QF Level : 5

Course Title : Investment

Course Code : BUS4025

Department : Social Sciences and Policy Studies

Credit Points : 3

Contact Hours : 39

Pre-requisite(s) : Personal Financial Planning or Personal Wealth Management

Medium of Instruction: English

Course Level : 4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course enables students to develop a good understanding of corporate investments for their fulfillment of corporate goals. Students are provided with opportunity to examine the investment environment and its relationship with various investment tools. Moreover, the course equips students with the skills of managing investment risks and nourishes them to become responsible and ethical investors.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ Explain the principles of investment and the key strategies of investing in contextual scenarios
- CILO₂ Analyse and illustrate the characteristics of various common investment tools
- CILO₃ Comprehend and apply the rationale and techniques of minimizing investment risks with reasonable returns
- CILO₄ Examine the operation of financial markets and understand how professional ethics and standards of investment environment are upheld in such a way that investors are protected in the Hong Kong Special Administrative Region of the People's Republic of China.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
The operation of investment market, the process of investment and overview of investment tools (including bond, stock, warrants, options, annuity, unit trust mutual funds, commodities, futures, etc.)	CILO _{1,2}	Lecture, illustration, discussion on student-selected investment products
The valuation of bond, stock and warrants. The problems in investment selection (such as the initial and terminal wealth, risks and returns, etc.)	CILO _{1,2}	Lecture, illustration, discussion on problem in investment selection, computer-aided hands-on drill
Financial analysis: fundamental versus technical analysis	CILO _{1,2}	Lecture, demonstration, group discussion on the use of fundamental and technical analysis
Overview of derivative products: put and call options, commodities and financial futures, and stock future index	CILO _{1,2,3}	Lecture, illustration, discussion on real-life derivative products, computer-aided hands-on drill, field-trip visits
Investment management: arbitrage, portfolio management and managing risks and returns	CILO _{3,4}	Lecture, real-world case studies, in-class and online group discussion, illustration, demonstration
Investing with extended diversifications: property, gold and other precious assets	CILO _{1,3,4}	Lecture, real-world case studies, in-class and online group discussion
Investment environment of the HKSAR	CILO _{1,2,3,4}	Lectures, real-world case

Course Content	CILOs	Suggested Teaching & Learning Activities
and protection for financial consumers*		studies, Guest seminar: students will gain first-hand professional expertise from practitioners*

*will be taught and/or led by Investor and Financial Education Council

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Final Examination A 3-hour examination will be conducted at the end of the course.	50%	CILO _{1,2,3,4}
(b) Group Project Participants will form small groups and prepare a project report on a selected topic provided by the course instructor (2,000-2,500 words). Each participant is required to submit an individual reflection on the topic (about 500 words) to detail their understanding and reflection on investment and portfolio management.	50%	CILO _{1,2,3,4}

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Bodie, Z., Kane, A., Marcus, A., 2021. *Investments* (12th edition). New York: McGraw-Hill Education.

7. Recommended Readings

Berman, K., Knight, J. & Case, J. (2013). *Financial intelligence: a manager's guide to knowing what the numbers really mean*. Boston, Massachusetts: Harvard Business Review Press.

Carver, R. (2015). *Systematic trading: a unique new method for designing trading and investing systems*. Petersfield, Hampshire: Hampshire House Ltd.

Constantinides, G.M. (2015). *Financial derivatives: futures, forwards, swaps, options, corporate securities, and credit default swaps*. Hackensack, NJ: World Scientific Pub. Co.

Covel, M.W. (2011). *Trend commandments: trading for exceptional returns*. Upper

- Saddle River, NJ: FT Press.
- Ervollini, M.A. & Odean, T. (2014). *Managing equity portfolio: a behavioural approach to improving skills and investment process*. Cambridge, Massachusetts: The MIT Press.
- Hunseler, M. (2013). *Credit portfolio management: a practitioner's guide to the active management of credit risks*. New York: Palgrave Macmillan.
- Lee, C.F. (2013). *Security analysis, portfolio management, and financial derivatives*. Singapore: World Scientific.
- Lu, Y. (2016). *Inside the investments of Warrant Buffett twenty cases*. New York: Columbia University Press.
- Mark, H. (2012). *The most important thing illuminating uncommon sense for the thoughtful investor*. New York: Columbia University Press.
- Ponsi, E. (2016). *Technical analysis and chart interpretations: a comprehensive guide to understanding established trading tactics for ultimate profit*. Hoboken, NJ: John Wiley & Sons Inc.
- Pring, M.J. (2014). *Technical analysis explained* (5th ed.). New York: McGraw Hill.
- Tillinghast, J. (2017). *Big money think small: bias, blind spots, and smarter investing*. New York: Columbia University Press.
- Thomsett, M.C. (2013). *Getting started in options* (illustrated ed.). Singapore: John Wiley & Sons Singapore Pte. Ltd.
- Veale, S.R. (2013). *The investor's guidebook to alternative investments: the role of alternative investments in portfolio design*. New York: Penguin Group.
- Walsh, C. & Warner, S. (2015). *25 need to know management ratios*. Edinburgh Gate, Harlow: Pearson Education Limited.
- Whitman, M.J. & Diz, F. (2013). *Modern security analysis understanding Wall Street fundamentals*. Hoboken, New Jersey: Wiley.
- 林瑞芬 (著) (2015) :《技術分析攻略》(28 版), 香港, 匯智出版有限公司。
- 盧嵐 (主編) (2011) :《投資學》, 成都市, 西南財經大學出版社。

8. Related Web Resources

The American Finance Association	http://www.afajof.org/
The Australian Financial Review	http://www.afr.com.au/
Bloomberg.com	http://www.bloomberg.com/
Business Finance Magazine	http://www.businessfinancemag.com/

Latest newspaper and journal articles will be used.

9. Related Journals

Journal of Finance
 Journal of Financial Economics
 Review of Financial Studies
 Journal of Financial & Quantitative Analysis
 The Wall Street Journal

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the Policy on Academic Honesty, Responsibility and Integrity (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others
Nil

Dec 2025