

FIN 554: Securities and Investment Analysis

Study and interpretation of business models, and the value drivers that create shareholder wealth. Evaluation of the investment thought process that is useful in the analysis of the physical, intellectual, social, and emotional factors related to valuing a business and/or an investment.

Learning outcomes

- (1) To recognize the factors that influences the success and achievement of a business. (The term “business” refers to the dynamic nature of Finance, Marketing, Operations, Human Resources and Technology; and how these interact to create a business model to maximize shareholder wealth.)
- (2) To become aware of various business models and the approach to diagnosing the drivers that creates business value.
- (3) To examine and critique various valuation tools that measures the value of a business and an investment.
- (4) To develop proficiency in the analysis, administration, and interpretation of a business and an investment.
- (5) To demonstrate the strong correlation between business and investing skills that are needed to succeed in the business and investment world---using case studies, team discussions, and group presentations.

Text book

C.P.Jones: Investments, Analysis & Management, 9th edition