INTRODUCTION

This subject analyses one of the key financial market: the equity market. A thorough understanding of how financial markets work and the way financial products are used is essential for financial managers in today’s rapidly changing financial landscape.

AIMS

The aim of this course is to provide you with a strong fundamental understanding of equity markets and the main types of securities traded in these markets. The module will focus on equities with an emphasis on fundamental and technical analysis, how they are traded and how a financial manager can take advantage of that.

METHODOLOGY

The course has been designed on three levels in order to promote understanding and the implementation of the basic concepts. The syllabus has therefore been designed to include:

1. A theoretical level: Theoretical concepts are formally presented and then applied by means of examples. In order to do so, students will be provided with materials that are used in class to develop each subject.

2. A self-learning level: Students will be given reading assignments on both theoretical and research contents which will provide them with in depth knowledge of the topics that are covered in class.

3. A relational or group level: The course makes use of the case study methodology whereby students working in groups can analyse, propose and put forward solutions to the cases they have been assigned.

FOR THE PROPER FOLLOW-UP OF THE SUBJECT IT IS NECESSARY TO BRING A CALCULATOR.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the pertinent subject and the quality and consistency of their participation:

- 30% of the final grade will be based on a minimum of one written assignment during the course.
- 40% will be based with a final exam.
- 30% will be based on the quality and consistency of the participation.

No matter how high the evaluation on the participation may be, in order to get a passing grade on the subject the participant needs to pass the written part of the evaluation.
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- Alexander Elder; Come into my trading room: A complete guide to trading.
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- Brealey, Myers and Marcus; Fundamentals of corporate finance.
- John D. Stowe, Thomas R. Robinson, Jerald E. Pinto; Analysis of Equity Investments: Valuation.
- James English; Applied Equity Analysis: Stock Valuation Techniques for Wall Street Professionals.
- B. Mark Smith; The Equity Culture: The Story of the Global Stock Market.