

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INVESTMENT ANALYSIS and PORTFOLIO MANAGEMENT	BUS3171620	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Serhat YÜKSEL				
Name of Lecturer(s)	Prof.Dr. Serhat YÜKSEL				
Assistant(s)	-				
Aim	The aim of the course is to have knowledge about the tools and approaches used for the valuation of stocks, which are among the important financial investments, and the theoretical foundations of portfolio management.				
Course Content	This course contains; Return concepts, Concepts of risk and risk premium, Diversification, Building the best portfolio, Capital Asset Pricing Theory , Arbitrage Pricing Theory , Efficient Market Hypothesis, Behavioral finance, Technical analysis, Macroeconomic analysis , Sector analysis , Stock valuation , Financial statements , Financial ratios.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to make calculations about risk and return concepts.			10, 9	A	
1.1 Use various return concepts.			10, 9		
1.2. Provide a numerical definition of portfolio risk.			10, 9		
2. Will be able to apply the basic concepts of modern portfolio theory.			10, 9	A	
2.1. Demonstrate the importance of diversification in reducing risk with examples.			10, 9		
2.2. Use how to build the best portfolio with a single risky asset and a risk-free asset.			10, 9		
3. Will be able to use Capital Asset Pricing Theory.			10, 9	A	
3.1. Use the equation that is the result of Capital Asset Pricing Theory.			10, 9		
3.2. Make a comparison between the expected rate of return information that can be obtained in other ways and the return from Capital Asset Pricing Theory.			10, 9		
4. Will be able to use the theoretical basis of Efficient Market Hypothesis.			10, 9	A	
4.1. Express three different forms of Efficient Market Hypothesis.			10, 9		
4.2. Explain which forms of the Efficient Market Hypothesis are operational in the various scenarios that may be given.			10, 9		
5. Will be able to explain the basic approach of behavioral finance and technical analysis.			10, 9	A	
5.1. Explain the criticisms directed to the classical economics view in behavioral finance studies.			10, 9		
5.2. Explain the general approach of technical analysis and some examples.			10, 9		
Teaching Methods	10: Discussion Method, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Return concepts				
2	Concepts of risk and risk premium				
3	Diversification				
4	Building the best portfolio				
5	Capital Asset Pricing Theory				
6	Arbitrage Pricing Theory				
7	Efficient Market Hypothesis				
8	Behavioral finance				
9	Technical analysis				
10	Macroeconomic analysis				
11	Sector analysis				
12	Stock valuation				
13	Financial statements				
14	Financial ratios				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1. Bodie, Kane ve Marcus, Essentials of Investments, McGraw-Hill (2023)	
Additional Readings	
1. Sharpe, Alexander ve Bailey, Investments, Prentice Hall (2023)	
2. Weston, Besley, Brigham. (2022) Essentials of Managerial Finance. Dryden	