

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MODERN FINANCE APPLICATIONS	BUS3114921	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					
Name of Lecturer(s)	Lect.Dr. Fevzi ÇEVİK				
Assistant(s)					
Aim	to familiarize yourself with the essence, significance, and role of modern finance management to develop practical skills in the field of modern finance management and using this knowledge in practice with simulations and roleplays. to master the content and role of finance in the modern economy, understanding and interpreting the financial policies and economic data. to have the knowledge and skills for understanding the capital markets and stock exchanges in accordance with internationally accepted principles, methods, and practices to make effective financial decisions. to have the basic knowledge about financial products and investment strategies in money and capital markets is by practicing the most widely used data provider, Matriks Data Terminals.				
Course Content	This course contains; Introduction to Finance; Economic Analysis in the Financial Markets; Initial Public Offerings; Course 4. Storytelling in the Modern Finance Era; Financial Communication and Public Platforms; Relation between Investor Relations and Corporate Communications; Company Presentations; Angel Investors; Time Value of Money; Course 10. Practice of TVM; Course 11. Fundamental Analysis of Stocks & Securities; Technical Analysis of Stocks & Securities; Derivatives Market and VIOP in Turkey; General Review and Assessment.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
1.	The student will be able to explain the essence, significance, and role of modern finance management.				
2.	The student will be able to make economic analysis in the financial markets.				
3.	The student will be able to express the general frame of IPO's.				
4.	The student will be able to explain the importance of "storytelling" in the modern finance era.				
5.1	The student learns to use financial communication and public platforms.				
1.1	The student learns the ways to develop practical skills in this field.				
1.2	The student gets acquainted with the most popular and valid certificates in the global financial world.				
1.3	The student creates personal study programs for certificate/license exams such as CFA, CMA, SPK.				
2.1	The student learns the basic economic roles of the financial markets.				
2.2	The student understands and uses the basic financial tables, economic data, and press releases.				
2.3	The student makes forecasts by using the basic financial tables, economic data, and press releases.				
3.1	The students discuss the IPOs and what it brings to a company.				
3.2	The student analyses the IPOs and listing process in Turkey.				
3.3	The student looks over the current IPOs on Borsa Istanbul.				
4.1	The student discusses the benefits of being a good storyteller in finance industry.				
4.2	The student practices being a skilled storyteller by some roleplay exercises.				
4.3	The student reads the real interviews and press releases.				
5.	The student will be able to understand the importance of communication in finance.				
5.2	The student practices to use local platforms such as KAP, Ticaret Sicil Gazetesi website, etc.				
5.3	The student reads the real company releases through those platforms.				
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Finance:				
2	Economic Analysis in the Financial Markets:				
3	Initial Public Offerings:				
4	Course 4. Storytelling in the Modern Finance Era:				
5	Financial Communication and Public Platforms:				
6	Relation between Investor Relations and Corporate Communications:				
7	Company Presentations:				
8	Angel Investors:				
9	Time Value of Money:				
10	Course 10. Practice of TVM				
11	Course 11. Fundamental Analysis of Stocks & Securities:				
12	Technical Analysis of Stocks & Securities:				
13	Derivatives Market and VIOP in Turkey:				
14	General Review and Assessment				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

Daily, weekly, monthly, annual bulletins, strategy reports, sector analyses, and stock reports released by brokerage firms and investment banks. Recommended Books and Films:

- "Extraordinary Popular Delusions and the Madness of Crowds" by Charles Mackay.
- "One Up on Wall Street" by Peter Lynch.
- "The Intelligent Investor" by Benjamin Graham.
- "Barbarians at the Gate" by Bryan Burrough.
- "The Black Swan: The Impact of the Highly Improbable" by Nassim Nicholas Taleb.
- "Antifragile: Things That Gain from Disorder" by Nassim Nicholas Taleb.
- Enron: The Smartest Guys in The Room - 2005
- The Big Short - 2015
- Barbarians at the Gate - 1993
- The Wolf of Wall Street - 2013
- Margin Call - 2011
- Wall Street - 1987