

**Special Topics: Equity Analysis – FINN 3000-090**

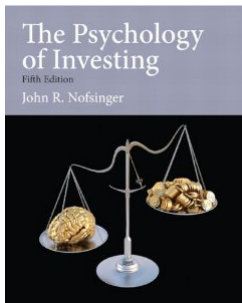
Wednesday – 6:30-9:15 PM

Friday 106 - Spring 2017

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Office hours: Monday/Wednesday: 10:00 – 12:00 AM  
I encourage you to meet with me, by appointment, to discuss the course. We can meet after class or at other times which are mutually available.

Textbooks: *No textbook. Readings from academic and practitioner journals and media. Group reading from The Psychology of Investing*



*The Psychology of Investing*, John Nofsinger, Prentice Hall, 5<sup>th</sup> edition  
ISBN-13: 978-0132994897

*This little book has some thoughtful and informative ideas regarding the relatively nascent behavioral finance field. At worst, this book may make you reflect on your own personal investing strategy...at best, you'll develop additional insights into the dynamics of the market (both rational and irrational influences).*

Objectives: In this course we will discuss methods and techniques for analyzing equities. The course is centered on three areas of analysis (fundamental, technical, and behavioral). As a special topic course, we are most interested in practical application of course material and therefore assignments require a fair amount of out-of-class time to complete.

Participation: Your participation will improve the experience for yourself and others in the class. Quizzes/exams are offered only on the dates on this syllabus.

**Assignments and Grading:**

You will be graded solely on in-class quizzes, exams, and presentations. You will be awarded a grade based on your performance on these activities.

I follow a scale of: 90-100 A, 80-89 B, 70-79 C, 60-69 D, less than 60 F

'Psychology of Investing' Presentation (1 @ 50) - Group	50 points
Midterm – Individual	100 points
Case Analysis (2 @ 50) – Group	100 points
Project Assignment (1 @ 50) – Group	50 points
Bloomberg Quizzes (4 @ 25 each) – Individual	100 points
Final Exam – Individual	100 points
<b>Total</b>	<b>500 points</b>

**Absences from Quizzes/Examinations.**

There will be **no makeup or early quizzes/examinations of any sort**. The Final Examination must be taken at the scheduled date and time. If you cannot take the Final Examination for medical reasons, you will be awarded an “I” and can complete the course requirements the following semester. If you miss the midterm examination, your final examination will have a value of 200 points out of 500. If you miss a quiz, that is recorded as a zero.

**Assignments and Lectures**

The principal method of instruction will be primarily by means of lecture. Students will be expected to actively participate in classroom discussions and the solving of problems. You should be prepared for class by reading the assigned readings, before the class meets. Solving problems, reading the assigned readings and participating in classroom discussions are ways in which you can work to improve your understanding of the course material.

Students are expected to have a single, good non-programmable financial calculator to assist them in solving assigned problems. Make sure that you know how to use your calculator as calculator use is your responsibility. You'll also need to know Excel in order to do some of the financial modeling in this course. Since the field of investments is a dynamic and constantly changing area students are expected to keep abreast of current events in financial markets. This can be achieved by reading the Wall Street Journal, Business Week or Economist, which are all good sources for current information.

**Academic Integrity**

Students are advised to apprise themselves of, and adhere to the rules specified in the UNC-Charlotte code of student integrity regulations, which will be strictly enforced in this class.

**Diversity Statement**

*The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

Tentative Course Schedule

Date	Topic	Reading & Assignment
Jan 11	Lecture: Course Structure and Introduction	
Jan 18	Lecture: Key elements of Bloomberg <b>Assign Case 1: Thompson Asset Management</b>	Reading: Oppenheimer, <i>Graham Criteria</i> ; Porter, <i>How Competitive Forces Shape Strategy</i> Assignment: Bloomberg worksheet
Jan 25	<b>Presentation:</b> Group 1 – Chapter 1 Psychology and Finance Lecture: Fundamental Analysis 1	Reading: Buffett, <i>Superinvestors of Graham and Doddsville</i> ; Munger, <i>Investing in Worldly Wisdom</i> Assignment: Bloomberg worksheet
Feb 1	<b>Bloomberg Quiz 1</b> <b>Presentation:</b> Group 2 – Chapter 2 Overconfidence Lecture: Fundamental Analysis 2	Reading: Taleb, <i>Flight of the Black Swan</i> ; Graham, <i>Investment Versus Speculation</i> Assignment: Bloomberg worksheet
Feb 8	<b>Case 1 Due</b> <b>Presentation:</b> Group 3 – Chapter 3 Pride and Regret Lecture: Fundamental Analysis 3	Reading: Klarman, <i>Opportunities for Patient Investors</i> ; Assignment: Bloomberg worksheet
Feb 15	<b>Assign Project</b> <b>Bloomberg Quiz 2</b> <b>Presentation:</b> Group 4 – Chapter 4 Risk Perceptions Lecture: Fundamental Analysis 4	Reading: Rogers, <i>Conversation with a Value Guru</i> Assignment: Bloomberg worksheet
Feb 22	<b>Presentation:</b> Group 5 – Chapter 5 Decision Frames Lecture: Fundamental Analysis 5	Reading: Novy-Marx, <i>The Other Side of Value: The Gross Profitability Premium</i> Assignment: Study for Midterm
Mar 1	<b>Midterm Exam</b>	
Mar 8	Lecture: Technical and Behavioral Analysis 1 <b>Assign Case 2: Dimensional Fund Advisors</b>	Reading: Montier, <i>Applied Behavioral Finance: White Swans, Revulsion, and Value</i> ; Kirkpatrick and Dahlquist, <i>The Technical Analysis Controversy</i> Assignment: Bloomberg Worksheet
Mar 15	<b>Presentation:</b> Group 6 – Chapter 6 Mental Accounting Lecture: Technical and Behavioral Analysis 2 <b>March 20: Last Day to Withdraw from Class</b>	Reading: Kahneman, <i>Paying Attention Literally</i> ; Kirkpatrick and Dahlquist, <i>Dow Theory</i> Assignment: Bloomberg worksheet
Mar 22	<b>Bloomberg Quiz 3</b> <b>Presentation:</b> Group 7 – Chapter 7 Forming Portfolios Lecture: Technical and Behavioral Analysis 3	Reading: Harrington, <i>Sentimental Journey</i> ; Harrington, <i>The Biological Investor</i> ; Kirkpatrick and Dahlquist, <i>Sentiment</i> Assignment: Bloomberg worksheet
Mar 29	<b>Presentation:</b> Group 8 – Chapter 8 Representativeness & Familiarity Lecture: Technical and Behavioral Analysis 4	Reading: Shiller, <i>Herd Behavior and Epidemics</i> ; Kirkpatrick and Dahlquist, <i>Measuring Market Strength</i> Assignment: Bloomberg worksheet
Apr 5	<b>Case 2 Due,</b> <b>Presentation:</b> Group 9 – Chapter 9 Social Interaction & Investing Lecture: Technical and Behavioral Analysis 5	Reading: Shiller, <i>Efficient Markets, Random Walks, and Bubbles</i> ; Kirkpatrick and Dahlquist, <i>Trends-The Basics</i> Assignment: Bloomberg worksheet
Apr 12	<b>Bloomberg Quiz 4</b> <b>Presentation:</b> Group 10 – Chapter 10 Emotion and Investment Decision Lecture: Equity Valuation Workshop	Reading: Thaler, <i>The Beauty Contest</i> ; Thaler, <i>Does the Stock Market Overreact?</i> Assignment: Bloomberg worksheet
Apr 19	<b>Project Due</b> Lecture: Equity Valuation Workshop	Reading: Kirkpatrick and Dahlquist, <i>Breakouts, Stops, and Retracements</i> Assignment: Bloomberg worksheet
Apr 26	Lecture: Equity Valuation Workshop	Reading: Kirkpatrick and Dahlquist, <i>Moving Averages</i> Assignment: Bloomberg worksheet
May 10	<b>Final Exam (8:00-10:30PM)</b>	