

COCONINO COMMUNITY COLLEGE

COURSE OUTLINE

Prepared by: Stephen L. West, MBA

Date: December 4, 1991

Editorial revisions: Nik Zatezalo, MBA/MGT, Paul Holbrook, DM

Spring 2011

Status: Permanent

A. Identification:

1. Subject Area: Business
2. Course Number: BUS 105
3. Course Title: BASIC INVESTMENTS
4. Credit Hrs: 3
5. Catalog Description:
Basic investments strategies. The study of stocks and bonds, mutual funds, investment principles, and strategies to evaluate potential investments. Three lecture.

B. Course Goals:

To provide the students with the necessary skills to prepare them for understanding the contemporary environment of investing in the world today. To examine the on-going economic impact of change which affects the investment cycles worldwide. To emphasize the functional areas of investment planning applications as preparation for: problem-solving, communication, reasoning, and reporting which aid in the formation of a personal investment portfolio. Computer worksheet applications may be utilized.

C. Course Outcomes:

The student will:

1. Demonstrate investment problem solving techniques
2. Demonstrate an understanding of investment terminology
3. Explain different investment approaches for changing economic conditions
4. Explain the structure of the different stock markets
5. Explain the different tools available to research and rate different investments
6. Demonstrate investment strategies for tax and retirement planning
7. Establish a diverse investment portfolio
8. Build a personal investment plan

D. Course Assessment:

1. Course Examinations and/or Project

E. Course Content:

Will include:

1. Introduction to investments
2. Analysis and valuation of equity securities

3. Mutual Funds
4. Basic Investment Principles
5. Creating a diverse portfolio
6. Risk and Reward
7. Putting together your own individual investment plan