

# FIN 340 Introduction to Investments

## Syllabus

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Spring 2025  
Version: April 21, 2025

*Please read the syllabus carefully. Although the syllabus is not a contract, it can be binding in student appeal proceedings and may even be used in the legal process. By enrolling in the course, students automatically agree to comply with the terms outlined in the syllabus. Changes to the syllabus may occur during the semester, and students are responsible for attending lectures, staying updated on course progress, and noting any modifications. The instructor reserves the right to interpret, amend, and adjust the syllabus and grading structure as needed.*

## 1 Administrative Information<sup>1</sup>

Meeting Time and Location		
Class	Days & Time	Room
FIN 340-03 (12213)	TuTh 1:00PM - 2:15PM	SGMH 2308A (Computer Lab)
FIN 340-09 (20870)	TuTh 2:30PM - 3:45PM	SGMH 2504 (Computer Lab)

Final Exam		
Class	Date & Time	Room
FIN 340-03 (12213)	5/13/2025, Tuesday 1:00PM - 2:15PM	SGMH 2308A (Computer Lab)
FIN 340-09 (20870)	5/15/2025, Thursday 2:30PM - 3:45PM	SGMH 2504 (Computer Lab)

Walk-in Office Hours	
Days & Time	Room
TuTh 4:00PM - 5:00PM	SGMH 5158

## 2 Etiquettes/Netiquettes

Each student is expected to conduct themselves in a professional manner during the class - taking full advantage of the learning opportunities available. This includes completing all online assignments and the communication with the instructor, adhering to proper netiquette. Netiquette refers to a set of behaviors that are appropriate for online activity - especially with email and threaded discussions. The core rules of netiquette can be found at the [Netiquette website](#). Please read through these netiquette rules to ensure that you are familiar with what will be the expected online behavior for this course.

<sup>1</sup>This is a class fully in-person. If there is a need to temporarily move the course online for one(a couple of) class(es), a notification will be provided. Students have to sit in their own section, as the classroom capacity is limited in the lab. If a student takes any exam in the wrong section, the score for that exam will be zero.

### 3 Communication with the Instructor

1. The best way to contact the instructor is by email NOT by Canvas message.
2. The instructor usually reply emails within 2 business days.
3. Please use your student e-mail accounts for communication with the instructor. No email sent from any off-campus email server will get replied.
4. The instructor may not reply your email one day before an exam.

### 4 Course Description

FIN 340 Introduction to Investments will provide you with a basic understanding of the theory and practice of investments. Topics include asset classes and securities markets, risk and return, modern portfolio theory, asset pricing, stock valuation, and portfolio performance evaluation. **This is a challenging class.** You are expected to have already **mastered** basic calculus and statistics and elementary financial concepts. It covers many important concepts in finance. In addition, the material and assignments are quantitatively intensive. You are also expected to read before the class, to attend and participate in class discussion, and do homework. You should also keep abreast of current market events.<sup>2</sup>

### 5 Pre/Co-requisites

Prerequisite FIN 320, Co-requisite FIN 321

### 6 Required Materials/Tools

1. **CSUF Email:** Necessary individual emails will be delivered to student CSUF email accounts. Therefore, you **must** check your CSUF email on a regular basis (several times a week) for the duration of the course.<sup>3</sup>
2. **Canvas:** All course materials and notifications will be in Canvas.
  - As a registered student you are enrolled in Canvas. You may access Canvas for all your classes by clicking on your student portal, found on the CSUF website. Problems? Contact the student help desk at (657) 278-8888 or email [StudentITHelpDesk@fullerton.edu](mailto:StudentITHelpDesk@fullerton.edu).
3. **Textbook: Essentials of Investments, 2024 Release Evergreen Edition with McGraw Hill Connect Access** by Bodie, Kane, and Marcus



<sup>2</sup>The CBE provides complimentary WSJ subscription. See next page.

<sup>3</sup>Any loss of points due to not checking email or failing to keep up with the course plan will not be retrospectively accommodated unless a valid typed and verified excuse is provided.

- **ISBN:**
  - 9781265268800 loose leaf book AND Connect.
  - 9781265996567 McGraw Hill Connect Access Card.
- **McGraw Hill Connect:** All homework assignments are on McGraw Hill Connect.
- 4. **Trial During Add-drop Period:** If you don't know or can't decide right now or have no funds atm, then... Connect allows for 2-week trial period. So, if you select trial period when you register in Connect for the course, you can wait for the physical book/money to arrive and convert your access to a full blown one.
- 5. **Computation:** TIBAll Plus (financial calculator); access to Microsoft Excel + Data Analysis toolpak (or similar spreadsheet software).<sup>4</sup>
- 6. **Information:** Activate your WSJ account: [https://partner.wsj.com/p/1110800011/register?mod=wsj\\_CSUF4](https://partner.wsj.com/p/1110800011/register?mod=wsj_CSUF4).



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Provided to all students and staff  
by California State University,  
Fullerton.  
ACTIVATE AT [WSJ.com/CSUF](https://www.wsj.com/CSUF)

<sup>4</sup>The university provides Microsoft subscriptions. See software for students. For the majority of the computation, we will rely on excel.

## 7 Schedule<sup>5</sup>

Week	Date	Activity	Due/Exam Date	Chapter
1	2025-01-21 2025-01-23	Syllabus/Review and Intro		
2	2025-01-28 2025-01-30	Asset Classes	Syllabus Quiz/HW1 Group Deadline/Trial Game Begins	2
3	2025-02-04 2025-02-06	Exchange Trading	HW2 Trial Game Ends/Real Game Starts	3
4	2025-02-11 2025-02-13	Equity Valuation	HW3	13
5	2025-02-18 2025-02-20	Review for Exam I/HW4 Review for Exam I		
6	2025-02-25 2025-02-27	SLA Day	Exam I	
7	2025-03-04 2025-03-06	Risk and Return		5
8	2025-03-11 2025-03-13	Portfolio Allocation	HW5/Investment Report I	6
9	2025-03-18 2025-03-20	Investment Performance Investment Performance (Online)	HW6	18
10	2025-03-25 2025-03-27	Review for Exam II/HW7 Exam II		
11	2025-04-01 2025-04-03	←-----Spring Recess No Class-----→ ←-----Spring Recess No Class-----→		
12	2025-04-08 2025-04-10	Asset Pricing	Investment Report II	7
13	2025-04-15 2025-04-17	Efficient Market Hypothesis	HW8	8
14	2025-04-22 2025-04-24	Behavioral Finance	HW9	9
15	2025-04-29 2025-05-01	Fund	HW10	4
16	2025-05-06 2025-05-08	Investment Game Presentation Review for Exam III/HW11/Investment Report III		
Final	2025-05-13 2025-05-15	Section 3 Exam III Section 9 Exam III		

<sup>5</sup>This is tentative and can be modified. The instructor has scheduled business travel during Week 9, and arrangements for the substitute class will be announced prior to that week. Additionally, the instructor may occasionally need to travel for business unexpectedly. In such cases, any changes to the class schedule will be communicated to students in advance.

## 8 Evaluation

### 8.1 Grading Structure<sup>6</sup>

Course Item	% of Letter Grade
Syllabus Acknowledgement	1%
Attendance	10%
Weekly Homework	20%
Exam I	18%
Exam II	18%
Exam III	18%
Investment Game Performance	5%
Investment Game Group Work	10%
<b>Total</b>	<b>100%</b>
<i>Extra Credits: SOQ</i>	<i>2%</i>

### 8.2 Syllabus Quiz

Syllabus quiz will take place during the first week. Students have to be familiar with the course plan and the policies.

### 8.3 Attendance

The attendance is designed to help students make progress by attending classes. Students need to sign in every class starting from week 2. Each student is granted **four** times of unexcused absence without penalty, regardless of the circumstance. Additional absence requires solid evidence conditional on the instructor's discretion. Signing in on behalf of another person is considered academic dishonesty. The minimum penalty is receiving a letter grade "F" for the course.

### 8.4 Assignments

**Assignments are due on Tuesdays at midnight.** No late submissions are allowed. Excused late submissions can ONLY be arranged with doctor's notes, funeral home's appointments, police case receipts, job interview invitation, and family emergency at the instructor's discretion.

### 8.5 Exams

No make up exam will be given. Excused exam will be substituted with the average of the other in-person exams. ONLY valid excuses, including doctor's notes, funeral home's appointments, police case receipts, job interview invitation, and family emergency, will be considered for the substitution rule at the instructor's discretion.

### 8.6 Investment Game

Students form groups to participate the paper trading investment game. To earn the points, students need to operate the trading account, conduct the analysis, and perform active portfolio management. The account cannot have more than 5% cash for more than 7 consecutive days. Students need to discuss briefly and report to the class every class of

<sup>6</sup>This is tentative and can be modified.

their trading strategy and their transactions. Each group will need to submit a monthly trading report that details the following items related to the past month activities.

1. Past performance in % of portfolio returns and whether the performance beats the market.
2. Holding positions in % and dollar value of the portfolio.
3. Brief introduction to the investment strategy.
4. The analysis that lead to the current selection of each asset in the portfolio.
5. The transactions performed with prices and volumes.
6. The reason that each transaction is performed.

The students need to write the report as if they are the portfolio managers addressing the management strategy to their investors.

### 8.6.1 Investment Game Performance Evaluation

The Investment Game Group Work is evaluated based on the following grading rubric.

Item	% of Letter Grade
Reports	3%
Presentation	3%
Peer Contribution Evaluation	4%
<b>Total</b>	<b>10%</b>

Note that the game strictly enforces zero-free-riding policy. If a group collectively reports to the instructor that one group member does not contribute to the game, the student may receive 0% for the entire investment game. Peer Contribution Evaluation will be collected towards the end of the semester. Students will evaluate the contribution of each other from the following four aspects with a score of 0 or 1, indicating unsatisfied and satisfied.

1. Information collection and discussion
2. Formal quantitative analysis/reasoning
3. Notetaking, progress-tracking, and writing
4. Presentation

Each student's peer evaluation score is equal to the average peer review done by the group members.

The group investment performance is evaluated benchmarking to the market portfolio as proxied by S&P 500 index ETF (ticker: SPY). Groups beating/underperforming the market receive 5%/3% in the investment game performance, while groups fail to participate the game receive 0% in the investment game performance.

## 8.7 Student Opinion Questionnaire (SOQ)

Students who take time to finish SOQ get compensated with three extra points in final score.

- It is important to note that the instructors would not have the access to the SOQ before the semester deadline of grades.
- The SOQ is operated by a third party independent entity. Student responses are completely confidential and anonymous.
- Students who finish the SOQ need to submit the screenshot of successful submission as the evidence for the extra credits.

## 8.8 Curving

Grades can be curved up or down (in rare and justified situations) at the instructor's discretion. The instructor reserves the right to define the curving method (if there is one). A student with a raw score letter grade below *A+* would not receive *A+* after curving.

## 8.9 Grading Scale

Percentiles	Letter Grade
$\geq 98\%$	<i>A+</i>
93–97.99%	<i>A</i>
90–92.99%	<i>A–</i>
87–89.99%	<i>B+</i>
83–86.99%	<i>B</i>
80–82.99%	<i>B–</i>
77–79.99%	<i>C+</i>
73–76.99%	<i>C</i>
70–72.99%	<i>C–</i>
67–69.99%	<i>D+</i>
63–66.99%	<i>D</i>
60–62.99%	<i>D–</i>
$< 60\%$	<i>F</i>

## 9 Student Resources and Support

### 9.1 Business Advising

Since the instructor is not specialized in student advising for degree programs, students having questions related to degree programs and/or the influence of course performance should consult with Business Advising located at SGMH 1201. Business Advising can help in both general education credits and business credits. It is always suggested that students with business coursework to visit Business Advising instead of the university student advising.

Email: [businessadvising@fullerton.edu](mailto:businessadvising@fullerton.edu)

Website: <https://business.fullerton.edu/programs/undergraduate/advising/advising-services>

- Services and Analysis on Degree Programs
- Walk-in hours
- 30-minute sessions by appointments

### 9.2 Accommodations

Cal State Fullerton is committed to being a fully accessible campus. We strive to provide a safe and barrier-free learning environment for everyone, including those with any kind of disability, whether apparent or non-apparent, learning, emotional, physical, or cognitive. This commitment includes our facilities, technology, and instructional materials.

If you need accommodations, if you have emergency medical information to share (with the instructor/university), or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately.

Please see the instructor privately after class, or at the instructor's office. Disclose of privacy is not necessarily required and will stay confidential if it's required for performance evaluation (such as doctor's notes).

To request academic accommodations (for example, a notetaker), students must also register with the Disability Support Services (DSS), (<https://www.fullerton.edu/dss/>), Gordon Hall, Room 101, (657) 278-3112. It is the campus office responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements. For other/more CSUF resources for students with disabilities, please also check out the DSS website.

### 9.3 IT Support

Student Technical Support: (657) 278-8888

Email: [StudentITHelpDesk@fullerton.edu](mailto:StudentITHelpDesk@fullerton.edu)

Website: <http://www.fullerton.edu/it/students/helpdesk/index.php>

Chat with IT: Log into: <http://my.fullerton.edu/> and Click Online IT Help Click on Live Chat

#### 9.3.1 Software for Students

Did you know you can get FREE and low-cost software for being an active CSUF student? Software downloads and request forms can be found on the [CSUF Student Software website](#).

### 9.4 Career Support

If you haven't, you should start thinking about your career ASAP and take action on career development. Efforts in early life have nonlinear/exponential impact on your long-term career success. To support your career development, both the College of Business and Economics and CSU Fullerton provide career services to help you navigate through your transition from a college student to a young professional. They provide many resources that you should be aware of and eventually make a good use of.

#### 9.4.1 Business Career Services

College of Business and Economics is the only college on campus to offer career services for its students. Specific services include:

- Career advising
- Resume and cover letter review, and
- Mock interview.

The college also hosts important career events, such as business career fair and accounting career expo. Please make sure to stay updated with the important events. If you have not visited the business career services, please make sure to check out their website and visit them in person. You can find more information here: <https://business.fullerton.edu/Career-Services/>.

#### 9.4.2 University Career Services

CSU Fullerton offers many resources to support your job searching efforts. The university career services provide platforms to help connect employers and CSU Fullerton students. Career services provide workshops, host university career fairs, career assessment, and guidance for graduate schools. For more information, please visit <https://www.fullerton.edu/career/students/resources.html>.

### 9.4.3 Career Events

Please see the link for details: <https://www.fullerton.edu/career/events/career-fairs-expos.html>.

## 9.5 Basic Needs Services

Food, clothing, and shelter: Learn more with the following contact information.

Phone: 657-278-3583

Website: <https://www.fullerton.edu/basic-needs/>

Email: [basicneeds@fullerton.edu](mailto:basicneeds@fullerton.edu)

Location: 143 McCarthy Hall

## 9.6 University Learning Center

The goal of the University Learning Center is to provide all CSUF students with academic support in an inviting and contemporary environment. The staff of the University Learning Center will assist students with their academic assignments, general study skills, and computer user needs. The ULC staff work with all students from diverse backgrounds in most undergraduate general education courses including those in science and math; humanities and social sciences; as well as other subjects. They offer one-to-one peer tutoring, online writing review, and many more services. More information can be found on the University Learning Center website.

## 9.7 Mental Wellness Campus Services

CAPS 24/7 crisis phone services for students: (657)278-3040

**YOU@Fullerton:** A free and confidential wellness portal that connects students to academic, physical and mental health resources. Student visit: <https://you.fullerton.edu>.

CAPS appointments for students: (657) 278-3040 or visit <https://www.fullerton.edu/caps/>

Please call 911 for any and all emergencies.

# 10 College Assessment

The main purpose of the degree program at College of Business and Economics (CBE) at CSU Fullerton is to provide you with the knowledge and skills that prepare you for a successful career in business. To assist us in achieving this goal, we will use a number of assessment tools to track your progress throughout the CBE curriculum. Please expect to participate in CBE assessment activities in several of your courses while at CBE. As you do so, you will assist us in identifying our program's strengths and weaknesses as well as areas for potential improvement. In other words, you are making an important investment in the value of your degree.

# 11 Policies

## 11.1 Academic Dishonesty

Academic dishonesty, as defined by University policy in the 2022-2023 CSUF Catalog, will result in appropriate University level disciplinary and academic action. The Department of Finance requires that students engaging in

academic dishonesty receive a grade of F. In addition, Department policy requires that all individuals engaging in academic dishonesty be reported to the Vice President, Student Affairs.

Academic dishonesty takes place whenever a student attempts to take credit for work that is not his/her own or violates test-taking rules. Examples of academic dishonesty during test taking include looking at other student's work, passing answers among students or using unauthorized notes. When students sitting next to each other have identical answers, especially the same mistakes, this may indicate academic dishonesty.

Please review the academic integrity website for more details: <https://www.fullerton.edu/canvassupportresources/academic/>.

## 11.2 Policy on Retention of Student Work

Student work submitted for this course shall be retained by the University or its academic employees for a reasonable time after the semester is completed.

## 11.3 Diversity, Inclusion, and Title IX

The subjects we'll explore in this class can be challenging, both mentally and emotionally. To truly learn, it's essential that we remain open to perspectives that differ from our own. Throughout the semester, let's recognize and celebrate the diversity of our classmates and value the unique insights each person brings. Please treat everyone's opinions with respect and avoid any personal attacks or derogatory remarks. Lastly, let's keep all personal or professional matters discussed in class strictly confidential.

### 11.3.1 Diversity, Inclusion, and Title IX Policies

CSUF is committed to creating an inclusive and diverse community where everyone is welcome. CSUF prohibits discrimination and/or harassment due to race, color, national origin, ancestry, religion, sexual orientation, gender identity, gender expression, age, disability, veteran status, and sex, including sexual misconduct, pregnancy, sexual harassment, stalking, dating/intimate partner violence, sexual exploitation.

Retaliation for making or supporting a report of discrimination or harassment is also prohibited. If you file a report with the authorities on campus, your report will stay confidential. The matter will then be investigated. The investigation will lead to materialized consequences if the misconduct is evidenced.

You can find more information regarding the policies and the reporting procedure in the following links.

- Title IX for sex harassment and gender equity: <https://www.fullerton.edu/titleix/>
- Diversity and inclusion: <https://hr.fullerton.edu/diep/dhr/>

## 11.4 Land Acknowledgement

We collectively acknowledge that Cal State Fullerton is located on traditional, ancestral, and contemporary lands of Indigenous people. Before this land was colonized, it was cared for and called home by the Tongva and Acjachemen Peoples. We recognize that this land holds great historical, spiritual, and personal significance for its original inhabitants. To ensure that we are truly catalyzing change rooted in this social justice principle, Cal State Fullerton recognizes and continually supports and advocates for the sovereignty of the Native nations in this territory and beyond. By offering this land acknowledgment, we affirm tribal sovereignty and our commitment to the tribes that historically called this land home.

## 12 Classroom Emergency Preparedness Guideline

### 12.1 Information Provided by the University Police Emergency Management Coordinator

EMERGENCY PREPAREDNESS FOR: FIN 340 Investments

ON THE FIRST DAY OF EVERY SEMESTER:

- Know the emergency exits and evacuation areas for every classroom.
- Devise “buddy systems” so that everyone is accounted for in an evacuation.
- Evaluate the challenges that you might face during an evacuation and speak with your instructor.
- Add the CSUF Emergency Information number – 877-278-1712 – to your cell phone to hear recorded information regarding campus conditions or closure.
- <http://prepare.fullerton.edu/personalpreparedness/default.asp>

### 12.2 Emergency Communication

Campus emergency communication is done via a voice message, text and/or an email. Go to your Portal to review your contact information. A guide to update your personal information

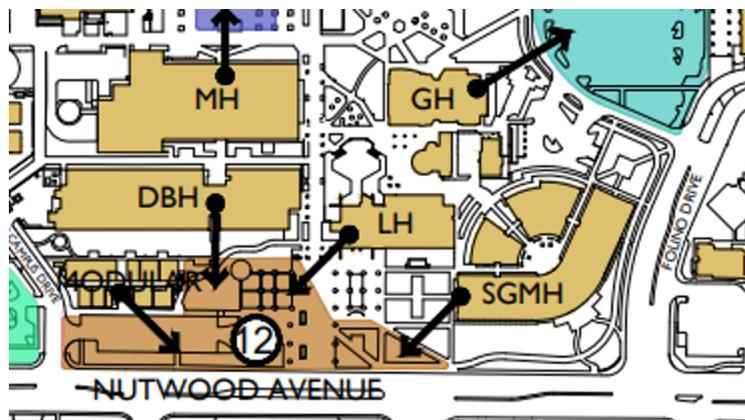
EVACUATIONS – DRILLS OR REAL

- You may not know if this is a drill or not, so take every call to evacuate seriously.
- Take your personal belongings and immediately leave the building.
- Know where the evacuation area is for every building. A map of all campus evacuation areas
- Re-enter buildings only when directed by Building Marshals or other campus authority.
- Leave the campus only if instructed.

For this class, the closest 2 exits are:

1. the second-floor entrance close to the lab, and
2. the stairs connecting to the main entrance of SGMH.

In the event of an evacuation, we will meet at the evacuation zone (12).<sup>7</sup>



<sup>7</sup>See <https://police.fullerton.edu/documents/miscdocuments/CSUF%20Evacuation%20Areas.pdf> for details.

### 12.3 Earthquake

As soon as you feel shaking, DROP, COVER and HOLD ON: Immediately seek shelter (under a desk or table) cover your head and hold on. Evacuate if directed, or you feel it is safe to do so.

### 12.4 Fire

- When you see smoke or fire, immediately evacuate the building.
- If not already activated, pull the fire alarm switch to alert others of the situation.
- Use a fire extinguisher only if you know how to use it and the fire is small. Shelter in Place or Dangerous Situation
- If directed, or you feel it is best to do so, seek shelter in a room with a lock.
- Turn off the lights and silence all cell phones.
- Hide as best as possible until the all clear signal has been given by authorities.
- If possible, move away from the dangerous situation as fast as you can.
- If you cannot safely hide or escape, be prepared to take action to protect yourself.
- See [some helpful videos on sheltering in place](#).

### 12.5 When you need IMMEDIATE help or to report a dangerous situation, call 911.

- University Police non-emergency line: (657) 278-2515

#### 12.5.1 More Information

Go to [Campus Preparedness website](#).