



Interdepartmental Graduate Program in Business Administration - MBA

Elective Course MBA (3rd Semester)

Investments Analysis and Portfolio Management

Instructors:

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Course Description

The course aims to provide a complete representation of the investment options, the methods of evaluation and selection of securities, the construction and management of optimal portfolios. The analysis of investments refers to securities, such as equities, bonds, commodities, etc. Initially, the course is focused on the portfolio theory, the single-index model, the capital asset pricing model, the performance assessment and the market efficiency.

Also, the course analyses the technical analysis as a fundamental approach for the assessment and selection of investment products. The analysis of the method is done both at theoretical and practical level, with the use of examples and real time data. The students will learn an array of tools and investment criteria, which in combination with portfolio theory, will give them the opportunity to build rational investment strategies.

Course Objectives

Upon completion of the course, students will be able to:

- Know the basic categories of securities
- Construct optimal portfolios including various investment products
- Assess the relationship between risk and return of an investment
- Apply the methods and tools of technical analysis
- Evaluate the right time to carry out a transaction
- Implement a rational investment behaviour in short- and long-term

Student's Assessment

The final grade of the students will be composed from the final exams and the solutions given to exercises/case studies.

- Final exam (70%)
- Solutions to exercises/case studies (30%)

Suggested Textbooks

- Frank Reilly and Keith Brown, *Analysis of Investments and Management of Portfolios*, 2009, 9th Edition, THOMSON, South-Western.
- Basileiou Dimitrios and Iriotis Nikolaos, *Analysis of Investments and Portfolio Management*, 2009, Rossili.
- Noulas Athanasios, *Notes (in COMPUS)*
- John Murphy, *Technical Analysis of the Financial Markets*, 1999, New York Institute of Finance.
- Steven Achelis, *Technical Analysis from A to Z*, 2000, 2nd Edition, .

Additional Textbooks

- G. Johnson, K. Scholes and R. Whittington “Exploring Corporate Strategy”, Elton, Gruber, Brown και Goetzmann, Modern Portfolio Theory and Investment Analysis 6/e, John Wiley and Sons, Inc.
- Papadamou Stefanos, Portfolio Management, Gutenberg 2009.
- Noulas Athanasios, Money and Capital Markets, 2016
- Robert A. Haugen, Modern Investment Theory, 4th Edition, Prentice Hall

Academic Journals

- Journal of Banking and Finance
- Journal of Finance
- Journal of Financial Management Analysis
- Journal of Applied Financial Economics
- Managerial Finance

COURSE OUTLINE

Lecture	Thematic Area
1	<p>INVESTMENT PLANNING</p> <p>Investment products Risk and return</p> <ul style="list-style-type: none"> • Standard deviation • Coefficient of variation • Covariance • Correlation • Beta <p>Examples - Exercises</p>
2	<p>METHODS OF EVALUATING STOCKS</p> <p>Fundamental analysis Stock assessment process Analysis of market, industry and firm Stock selection according to Buffet</p>
3	<p>PORTFOLIO THEORY</p> <p>Basic concepts Assumptions of portfolio theory Determination of optimal portfolios Efficient frontier without short sales and without borrowing and investment with risk-free rate Efficient frontier when borrowing and investment with risk free rate is available Optimal portfolios Distribution of funds among securities Exercises</p>
4	<p>SINGLE-INDEX MODEL</p> <p>Calculation of beta coefficient Problems and significance of beta coefficient Efficient frontiers Examples - Exercises</p>

5	<p>CAPITAL ASSET PRICING MODEL</p> <p>Empirical tests of CAPM Assessment methods of portfolios (Treydor, Sharpe, Jensen, Fama) Examples - Exercises</p>
6	<p>EFFICIENT MARKET THEORY</p> <p>Efficient markets Modes of market efficiency Tests for market efficiency Market anomalies</p>
7	<p>INTRODUCTION to TECHNICAL ANALYSIS</p> <p>Basic Idea Price graphs Trend Lines Support & Resistance Rounded numbers Moving Average</p>
8	<p>PRICE PATTERNS</p> <p>The importance of volume Price Patterns Head and Shoulders Double Tops & Bottoms Triangles Rounded Tops & Bottoms</p>
9	<p>INDICATORS AND OSCILLATORS</p> <p>Momentum Volume On Balance Volume (OBV) Moving Average Convergence/Divergence (MACD) MACD Histogram Relative Strength Index (RSI) Bollinger Bands</p>

10	THEORETICAL APPROACHES of TECHNICAL ANALYSIS Dow Theory Elliot Wave Principle Fibonacci Numbers Fibonacci Arcs Price targets Fibonacci
11	ELECTRONIC TRADING PLATFORMS Opening of DEMO Accounts Examples of placing orders Products categories Margins Clearing house Commissions-Costs
12	SHORT SELLING & LEVERAGE Short Selling procedure Possible profits and losses Hedging risks Effectiveness of short selling banning Description of leverage Benefits and Risks Leverage and Margin Stop loss orders Take profit orders Examples
13	Final Exam