

## COURSE OUTLINE [INVESTMENTS AND PORTFOLIO ANALYSIS]

### 1. GENERAL

<b>SCHOOL</b>	Business Administration		
<b>ACADEMIC UNIT</b>	Business Administration		
<b>LEVEL OF STUDIES</b>	Postgraduate		
<b>COURSE CODE</b>	<b>DE0309</b>	<b>SEMESTER</b>	
<b>COURSE TITLE</b>	<b>INVESTMENTS AND PORTFOLIO ANALYSIS</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures, Essay, Presentation	3	6	
<b>COURSE TYPE</b>	Specialised		
<b>PREREQUISITE COURSES:</b>	No prerequisite courses		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.uom.gr/mba/perigrammata-mathhmaton-syllabus">https://www.uom.gr/mba/perigrammata-mathhmaton-syllabus</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Know the basic categories of investment products</li> <li>• Calculate the expected return and risk</li> <li>• Apply various valuation models</li> <li>• Form investment portfolios</li> <li>• Evaluate the indications of technical analysis tools</li> <li>• Perform investment transaction in real time</li> <li>• Use stop loss or take profit orders</li> <li>• Open leveraged investment positions</li> </ul>
<b>General Competences</b>
<p>The course aims to provide students with the following general skills:</p> <ul style="list-style-type: none"> <li>• Knowledge of the content and importance of financial management</li> <li>• Critical thinking and ability to make rational decisions</li> <li>• Teamworking on case studies</li> <li>• Research, analysis and presentation of complex problems</li> <li>• Use of new technologies and software</li> <li>• Presentation, discussion, criticism and self-criticism</li> </ul>

### 3. SYLLABUS

Initially, there will be a presentation of the available investment instruments and more specifically we will introduce stocks, bonds, commodities, exchange rates, cryptocurrencies, derivatives and Exchange Traded Funds (ETFs). The course then focuses on the methodology of calculating the expected return and risk of an asset or portfolio with sampling or probability distribution. In this context, the modern portfolio theory of Markowitz is analyzed whose focus is the optimal combination of available investment products and the composition of efficient portfolios. Portfolio theory provides the methodology and appropriate tools to reduce risk and

achieve the optimal relationship between risk and expected return. With modern portfolio theory as a starting point, the Capital Asset Pricing Model (CAPM) is presented, which is applied to estimate the expected return of an asset or portfolio based on its risk. In addition to the CAPM, other models are also presented to estimate the expected return on assets, which are the models introduced by Fama and French as well as the Arbitrage Pricing Theory (APT). In addition, the hypothesis of efficient markets is analyzed, the market anomalies are presented and finally, the concepts of behavioral finance are introduced, which intend to explain the irrational behavior of investors.

In the context of the course, the students will also get to know the philosophy and tools of Technical analysis. The trend, patterns, moving averages, MACD, RSI, OBV, Fibonacci numbers and arcs are described. All Technical Analysis tools are taught using free software, using real-time data. Throughout the course, the students will have the opportunity to be active traders and apply the tools and techniques based on market data by opening demo accounts on online trading platforms.

The ultimate goal of the course is to give the student a comprehensive picture of investment options, the theoretical basis for the evaluation of securities and, the tools for the construction of efficient portfolios in real time and with market data.

#### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	Face-to-face, Distance learning	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Use of new technologies (ppt presentations, use of educational videos), all material can be found at the online platform <a href="https://openeclass.uom.gr/">https://openeclass.uom.gr/</a> to improve the immediacy and better understanding of the course content by the students. Also, communication with students takes place both through face-to-face meetings during the announced office hours and through emails, as well as through video conferencing platforms (e.g. Zoom, Google Meet).	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39 hours
	Case studies	25 hours
	Study and analysis of bibliography	25 hours
	Exercises	26 hours
	Presentations	15 hours
	Essay writing	30 hours
	<b>Course total</b>	<b>160 hours</b>

<p><b>STUDENT PERFORMANCE EVALUATION</b></p>	<p>Language of evaluation: Greek</p> <p>The evaluation is done through the final exam, which may include:</p> <ul style="list-style-type: none"> <li>- Multiple choice questions</li> <li>- Short answer questions</li> <li>- Solving Problems/Exercises</li> <li>- Case study development and analysis</li> </ul> <p>Students are informed about the subject of the exams, the method, the criteria and the duration of their evaluation from announcements and relevant documents posted on the online platform <a href="https://openeclass.uom.gr/">https://openeclass.uom.gr/</a>. The Course Outline and the evaluation method are also presented during the 1st Lecture.</p>
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## 5. ATTACHED BIBLIOGRAPHY

### - *Suggested bibliography:*

- Σουμπενιώτης, Δ. & Ταμπακούδης, Ι. (2017) Σύγχρονη Χρηματοοικονομική Ανάλυση και Επενδύσεις. Εκδόσεις NAMATA.
- Θάνος, Γ. & Θάνος, Ι. (2012) Χρηματοδοτική των Επιχειρήσεων. ΤΣΟΤΡΑΣ ΑΝ ΑΘΑΝΑΣΙΟΣ.
- Brealey, R. A., Myers, S. C. & Allen, F. (2021) Αρχές Χρηματοοικονομικής των Επιχειρήσεων. ΥΤΟΡΙΑ ΕΚΔΟΣΕΙΣ Μ. ΕΠΕ.
- Νούλας, Α. (2022) Χρηματοοικονομική Διοίκηση: Επενδυτικές και Χρηματοδοτικές Αποφάσεις, 2η Έκδοση. ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ & ΥΙΟΙ Α.Ε.
- Δράκος Α. & Καραθανάσης Γ. (2017) Χρηματοοικονομική Διοίκηση των Επιχειρήσεων. ΜΠΕΝΟΥ & ΣΙΑ Ε.Ε.
- Συλλογικό Έργο (2022) Χρηματοοικονομική Διοίκηση. SPECISOFT ΑΝΑΠΤΥΞΗ ΠΡΟΓΡΑΜΜΑΤΩΝ Η/Υ Α.Ε.

### - *Related academic journals:*

- Journal of Financial Stability
- Journal of Corporate Finance
- Journal of Banking and Finance
- Research in International Business and Finance
- Journal of Financial Management Analysis
- Journal of Applied Financial Economics
- Review of Financial Studies
- Journal of Financial Economics
- Finance Research Letters
- Journal of Finance