



北京大學
汇丰商学院

Peking University HSBC Business School

Fin521
Investment
Module 4, 2025

Course Information

Instructor:

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Office Hour: 2-4pm (Mon, Thu.), 2-3pm (Wed.)

Teaching Assistant:

Phone:

Email:

Office Hour:

Classes:

Lectures: Tuesday & Friday, 10:30-12:20 and 15:30-17:20

Venue: PHBS Building, Room 415

Course Website:

<http://yun.phbs.pku.edu.cn/index.php>

go to:工作台 (work station) >课程管理 (course management) >FIN521 - Investment 2025_M4 (FIN521)

Enrolment key: 2025_M4

Lecture notes will be posted the night before the class. You are supposed to download and bring your own copy.

Course Description

1.1 Context

Course overview: This course offers the financial theory and quantitative tools necessary for understanding how stock, bond prices are determined, and how financial assets are used for investment decisions. Topics covered include modelling the relation between risk and return, optimal portfolio selection based on mean–variance

analysis, asset pricing models, money management, and more. The focus is mainly on common stocks, but fixed income securities (bonds) are also analysed.

Prerequisites: Financial Market (F540) or equivalent

1.2 Textbooks and Reading Materials

The main textbook for the course is “Investments” by Zvi Bodie, Alex Kane and Alan J. Marcus, McGraw-Hill/Irwin, 13th edition (2023), ISBN 9781260013832. This book is an excellent source of how modern financial markets work and explains the basic tools that financial economists use to analyse them. A large majority of the materials covered are also included in the 9th(2010), 8th edition (2008), 7th edition (2006) or 6th edition (2004) of the book, which are more affordable.

Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	yes
	2.2. Students will be able to apply leadership theories and related skills.	NA
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	yes
	3.2. Our students will practice ethics in the duration of the program.	yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	yes
5. Our graduates will be skilled in problem-solving and critical	5.1. Our students will have a good understanding of fundamental theories in their fields.	yes

thinking.	5.2. Our students will be prepared to face problems in various business settings and find solutions.	yes
	5.3. Our students will demonstrate competency in critical thinking.	yes

2.2 Course specific objectives

2.3 Assessment/Grading Details

30 points: Class project

~Presentation 10 points

~ Reports 20 points

50 points: Final exam

10 points: Case (homework)

10 points: Class participation

Final grades are curved, the letter grades are given roughly by the following rule:

A: the top 30% of the class

B: above the lower 10% of the class

F: fail to participate in the group project or total final numerical score is less than 70

There will be no opportunities for extra credit. Class participating count is done by random calls in class, each time of missing the call costs 5 participating points. Personal reasons, other school business, or family emergency will not be considered as excuses for missing class. For illness, you need to provide doctor's prescription. I will only consider upgrading marginal cases where a student's letter score is F. In this case, the student must have full class participation score, and none zero project score, and his/her final score should be at least 65. The upgrade is automatically applied, so no need to talk to me, no other upgrade will be considered in this class. There is little can be done after an unsatisfactory grade has been given. Final grade is curved, the guideline is (1) No more than 30% can receive A+, A and A minus; (2) No more than 90% can receive B and above.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are

clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

The use of AI tools is encouraged in this class. The bottom line is to use AI tools to make the learning process more productive, rather than relying completely on AI to finish your group assignments.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

1. Topics, Teaching and Assessment Schedule

Week1: CAMP

Week2: CAMP,

Week3: APT (Beta Management case due on Thursday 12pm of Week 3)

Week4: Equity valuation (RadioOne case)

Week5: The RadioOne case (case due on Monday 12PM of week 5)

Week6: Bond valuation

Week7: Bond valuation (continue) and class presentation

Week8: Portfolio performance evaluation and class presentation

Week9: Portfolio performance evaluation (continue) and Class presentation

Note the time of the presentation of class project is attentive; I might change the schedule time depending on the class size

2. Miscellaneous

Project:

The primary goal of this course is to promote self-directed learning, problem-solving, and teamwork, which are essential skills for your future success. To support these objectives, you will be assigned to a team of 4–6 students to complete a class project on a pre-specified topic.

Nature of the project

- The project is to mimic assignments you will face in a real life setting, it has strong industry and practice flavour. However, since this is a classroom environment, it also has a flavour of learning and exploring. The project is more structured than what you will face in industry practice. However, you should not treat the project as a homework assignment where you answer every question step by step without having a say on what you think you should do. The project gives you the freedom to add new things outside of the structure given. However, if you want to put major modification to the structure (for example, due to data limitation) you need to get my permission first.
- Group members will be assigned randomly to ensure a mix of students from diverse backgrounds. Note if you are not comfortable of learning from your group mates or testing Chinese stock market data, you might consider taking other sections of the Investment course as my course is specifically designed to make you familiar with Chinese stock market.
- You are expected to do independent research on the topic from various sources such as library publications, internet, and collect data by yourself. If you want to do well in the future these ability is essential.
- Your final project includes a final report (in word document), and a power point presentation which should be turned in electronically on or before the last day of week 9.

Team management

- Teams will be assigned randomly to ensure a mix of students with different genders, schools, and undergraduate majors. Teamwork is essential for this project. Once teams are formed, no changes to team membership will be allowed.

- Each team is expected to organize itself and manage its work effectively. I will not intervene in how tasks are allocated or how team members interact. However, free-riding will not be tolerated. You are expected to reach a clear agreement in advance regarding roles, responsibilities, and expectations.
- If a team member fails to contribute adequately, you must report this to me. Any member who does not fulfill their responsibilities will not receive credit for the group project, which will result in failing the course.