



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Market Analysis for Private Investors				
Module Code	UMAD5M-15-2	Level	2	Version	1
Owning Faculty	FBL	Field	Accounting and Finance		
Contributes towards	BA (Hons) Accounting and Finance, BA (Hons) Business Management with Accounting and Finance, BA (Hons) Banking and Finance, BA (Hons) Business and Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites <i>(not applicable to BA(Hons) Accounting and Finance)</i>	<i>One of</i> Understanding Business and Financial Information (<i>variants</i>): UMAD4U-15-1 UMAD4V-15-1 UMAD4W-15-1 UMADDN-15-1		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements		
Valid From	September 2012		Valid to		

CAP Approval Date	December 2011 (QMAC)
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> Understand, evaluate and apply key investment theories in the context of a private investment portfolio decision making (A,B) Evaluate the operation and performance of UK equity markets (A,B) Demonstrate the application of financial market instruments in the construction of a private investment portfolio (A,B) Identify, access and understand multiple sources of financial information (B) Critically evaluate financial, market and economic data for investment decision making in the context of a private investment portfolio ((B) Calculate, interpret and apply key investment ratios (A,B) Confidently communicate conclusions and recommendations in oral and written form (B) Contribute effectively as part of a team in group tasks (B) Evaluate own performance and reflect on own learning, seeking a making use of feedback (B)
Syllabus Outline	<ul style="list-style-type: none"> Investment theory – Key investment theories influencing private investment decision making and private portfolio construction, including

	<p>and understanding of key elements of behavioural finance</p> <ul style="list-style-type: none"> • Equity markets – the nature and workings of the UK equity and bond markets; how to evaluate sources of financial information, use of multiple data resources including portfolio simulation packages; diversification and investment strategies in private portfolio construction; bonds and their place in private investment portfolios • Interpretation and application of financial and accounting information – investment ratios; sources of information for investment decision making • Collective Investment – the structure of collective investment instruments; comparative performance evaluation in a private investor context; packaged products
<p>Contact Hours/Scheduled Hours</p>	<p>Contact time will be 3 hours per week. This will be a combination of lectures, lectorials and tutorial sessions.</p>
<p>Teaching and Learning Methods</p>	<p>Scheduled Learning:</p> <ul style="list-style-type: none"> - Weekly lectures will focus on content and underpinning of key aspects of investment theory and applied portfolio management principles - Lectorials will be supported by virtual lectures incorporating short developmental activities, which will then be further explored in the lectorial hour with interactive discussion and explanation. - Tutorial time will be used to allow students to integrate and develop knowledge from multiple sources through a variety of group and individual activities including discussions presentation and practical problem solving activities. - Students will be encouraged to reflect on their learning through a variety of methods, which may include personal logs, discussion boards, and formal and informal feedback. <p>Independent learning</p> <ul style="list-style-type: none"> - students are expected to spend approx 2 hours per week preparation for each hour of contact time, including reading, problem solving, research and group discussions. Students will be working in assignment groups from a very early stage in the module and these groups will also operate as learning sets operating both outside the classroom and within the module contact time. - Assignment related group activities and exam preparation will take up the equivalent of an additional 2 – 4 hours per week.
<p>Reading Strategy*</p>	<p>All students should purchase the recommended course text and complete the weekly reading indicated in schedule provided in the Module Handbook. Students are also encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases and Internet resources. Many resources can be accessed remotely.</p> <p>Guidance to key authors and journal titles available through the Library will be given in the Module Guide and updated annually. Assignment reference lists are expected to reflect the range of reading carried out. Students are expected to be able to identify and retrieve appropriate reading.</p> <p>This module offers an opportunity to further develop information skills introduced at Level 1. The module includes workshops that help students access and use a variety of web resources and databases and develop information search and retrieval skills.</p> <p>Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign up workshops are also offered by the Library</p> <p>Essential reading</p>

	<p>Students are expected purchase and read the recommended text: (the text is subject to change from year to year, students should check with the module handbook before purchasing) Laopodis, N.T., (2013) <i>Understanding Investments: Theories and Strategies</i>, first edition, Routledge</p> <p>Students are also recommended to purchase one practical investment text per group to support the investment game assignment, such as :</p> <p>Peck, S (2011), <i>Investment Ethics</i>, Wiley</p> <p>Cahill, M. (2010) <i>The Financial Times Guide to Making the Right Investment Decisions</i> . 2nd Edition. Pearson Education.</p>
Indicative Reading List	<p>Redhead, K. (2008) <i>Personal Finance and Investments. A Behavioural Finance Perspective</i>. Routledge</p> <p>Holmes, G.A., Sugden, A., Gee, P. (2008) <i>Interpreting Company Reports and Accounts</i>. 10th Edition. Pearson Education Ltd</p> <p>Valdez, S. (2007) <i>An Introduction to Global Financial Markets</i>. 5th Edition. Palgrave Macmillan.</p> <p>Russell, R. (2006) <i>An Introduction to Fund Management</i>. 3rd Edition. Securities Investment Institute. Wiley.</p> <p>MacKenzie, W (2003) <i>FT Guide to Using and Interpreting Company Accounts</i> 3rd Edition Pearson Education Ltd.</p> <p>Lofthouse, S. (2001) <i>Investment Management</i> 2nd Edition, Wiley.</p> <p>Students are expected to read the financial pages of a quality newspaper, ideally the Financial Times, preferably daily but at least weekly, to keep up with stock market and company news. They are also encouraged to use the web resources provided by the London Stock Exchange, Trustnet, Bloomberg and Reuters.</p>
Part 3: Assessment	
Assessment Strategy	<p>The majority of the learning outcomes are tested in the Group Investment Game which is an applied portfolio management exercise requiring real time evaluation of company information and performance, and decision making in the context of a self selected portfolio. This will allow students to apply their skills and understanding in selecting and managing investments in a personal portfolio structure. It will also give students the opportunity to work in groups and use a variety of data research, data evaluation and data presentation tools.</p> <p>The module will also assess student's understanding of key portfolio management theories and strategies through a 2 hour examination using multiple choice and short answer questions.</p> <p>Summative Assessment</p> <p>Component A Examination Students sit a 2 hour examination at the end of the module to demonstrate understanding of theory, strategy and the use of financial information .</p> <p>Component B Coursework This a group assessment in the form of an investment game, requiring students to identify suitable investments for their chosen client and manage them in a real time virtual portfolio over a time constrained period . Once the portfolio is created, students are required to monitor, review and revise their portfolio and comply with regular reporting dates (15% of component). They must submit a 1500 word</p>

	summary of their portfolio performance against their client's objectives, supported by a portfolio of evidence and justification for their investment decisions (75% of component) including an individual reflection on their learning (10% of component).	
Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	40%	60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 hour examination	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Group Investment Game	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 hour examination	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual investment report (1500 words)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		