



Course Specifications

Course Title:	Security Analysis and Portfolio Management
Course Code:	FIN1411
Program:	English
Department:	Finance & Banking
College:	College of Business Administration
Institution:	Dar Al Uloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Seventh Level / Fourth Year
4. Pre-requisites for this course (if any): FIN1321
5. Co-requisites for this course (if any): NIL

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Library	
4	Projects/Research Essays/Theses	2
5	Others (specify)	
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course examines the theoretical basis and practical approach to the management of stocks, fixed income investment portfolios and role of modern financial theory in portfolio management. Topics include macroeconomic and industry analysis, risk aversion and capital allocation, asset management styles and investment strategies, equity and bond management strategies, portfolio rebalancing and portfolio performance evaluation.

2. Course Main Objective

The main objective of the course is to provide students with adequate knowledge on the theories, concepts, and analytical techniques in investment management. The course extends to include macro and micro economic analysis, portfolio construction, techniques to construct efficient portfolio, market efficiency and valuation of financial assets.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Discuss the major portfolio theories used in effective portfolio management	K.2
1.2	Describe the process and applications of Macroeconomic & Industry analysis.	K.3
1.3	Explain the factors influencing equity and bond portfolio management	K.4
2	Skills:	
2.1	Evaluate the macroeconomic environment and analyze the industrial sectors of the domestic market.	S.1
2.2	Estimate investment returns and evaluate the investment management strategies applied in the equity and bond markets	S.2
2.3	Apply the principles of portfolio theories in constructing optimal portfolios and evaluate the performance of the portfolio	S.3
3	Competence:	
3.1	Illustrate team skills to work in groups for assigned tasks.	C.1
3.2	Show self-management ability, independent decision-making skills and adopt ethical practices in completing the assigned tasks.	C.2
3.3	Demonstrate numerical excellence in solving problems and in use of financial data sources and applications.	C.4
3.4	Illustrate information technology skills in communication and in generating investment analysis reports.	C.3 ; C.5

C. Course Content

No	List of Topics	Contact Hours
1	Security Analysis	6
2	Asset Management Styles & Strategies	9
3	Risk Aversion & Capital Allocation	6
4	Equity Management Strategies	9
5	Bond Management Strategies	6
6	Portfolio Rebalancing	3
7	Portfolio Performance Evaluation	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Discuss the major portfolio theories used in effective portfolio management	<ul style="list-style-type: none"> DIRECT 	<ul style="list-style-type: none"> Exams Quizzes
1.2	Describe the process and applications of Macroeconomic & Industry analysis.	<ul style="list-style-type: none"> DIRECT 	<ul style="list-style-type: none"> Exams Quizzes Project
1.3	Explain the factors influencing equity and bond portfolio management	<ul style="list-style-type: none"> DIRECT 	<ul style="list-style-type: none"> Exams Quizzes Virtual trading
2.0	Skills		
2.1	Evaluate the macroeconomic environment and analyze the industrial sectors of the domestic market.	<ul style="list-style-type: none"> DIRECT INDIRECT 	<ul style="list-style-type: none"> Quizzes Exams Project Virtual trading
2.2	Estimate investment returns and evaluate the investment management strategies applied in the equity and bond markets	<ul style="list-style-type: none"> DIRECT INDIRECT 	<ul style="list-style-type: none"> Quizzes Exams Simulated exercises Virtual trading
2.3	Apply the principles of portfolio theories in constructing optimal portfolios and evaluate the performance of the portfolio	<ul style="list-style-type: none"> DIRECT INDIRECT 	<ul style="list-style-type: none"> Quizzes Exams Simulated exercises Virtual trading
3.0	Competence		
3.1	Illustrate team skills to work in groups for assignments and Project.	<ul style="list-style-type: none"> INTERACTIVE 	<ul style="list-style-type: none"> Project Virtual trading
3.2	Show self-management skills and adopt ethical practices in completing the assessments.	<ul style="list-style-type: none"> INTERACTIVE 	<ul style="list-style-type: none"> Project Virtual trading
3.3	Demonstrate numerical excellence in solving problems and in use of financial data sources.	<ul style="list-style-type: none"> INTERACTIVE 	<ul style="list-style-type: none"> Project Virtual trading
3.4	Illustrate information technology skills in communication and in using financial software.	<ul style="list-style-type: none"> INTERACTIVE 	<ul style="list-style-type: none"> Project Virtual trading

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	Continuous	10%
2	Case study/Project/Virtual trading	Continuous	20%
3	Mid term	9	30%
4	Final Exam	16	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- Eight Office hours weekly can be booked through the students' SIS account.
- Online discussion through the LMS forums and instant messaging.
- Instructor email available in the course syllabus.

4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Reily, Brown (2015). “ <i>Analysis of Investments & Management Portfolios</i> ” (10th edition), Cengage Publishing Inc.
Essential References Materials	Journal of Portfolio Management – Euromoney Institutional Investor Asia- Pacific Financial Markets – Springer Journal of Financial Intermediation - Elsevier FACT SHEET published by Financial institutions Research papers and Market Reports from ARGAAM, TADAWUL SAMA Market Reports THE ECONOMIST
Electronic Materials	Study materials are available through online resources available from the publisher OPEN UNIVERSITY www.open.edu/openlearn/ MIT COURSE WARE https://ocw.mit.edu/courses/sloan-school-of-management/ YAHOO FINANCE https://finance.yahoo.com/ MSN MONEY https://www.msn.com/en-sa/money BLOOMBERG https://www.bloomberg.com/
Other Learning Materials	MS Excel Software

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	