國立中興大學教學大綱

社會科學領域－商業與管理學群

課程名稱 (course name)	財富管理實務 Wealth Management and Practice				
開課系所班級 (dept. & year)	通識教育中心	學分 (credits)	2	規劃教師 (teacher)	科管所 張樹之
課程類別 (course type)	必修	授課語言 (language)	中文或英文	開課學期 (semester)	上或下
課程簡述 (course description)	本課程將介紹財富管理及相關投資方法。除股票外，本課程將介紹財富管理的核心概念和重要投資工具，包括：利率與固定收入證券、債券估價、抵押貸款支持證券、共同基金、管理賬戶、投資組合管理、選擇權、商品期貨和金融期貨。 This course will introduce the core concepts of wealth management and related investment approaches. In addition to the stock, we will cover core concepts and important instruments, including interest rate & fixed-income securities, bond valuation, mortgage-backed securities, mutual funds, managed account, portfolio management, options, commodities and financial futures.				
先修課程 (prerequisites)	無				

課程目標與核心能力關聯配比(%)
(relevance of course objectives and core learning outcomes)

課程目標	course objectives	核心能力 core learning outcomes	配比 合計 100%
本課程的目標是透過介紹如固定收益證券、共同基金、管理賬戶和衍生產品等各式金融工具，幫助學生學習個人財富管理的基本概念。學生將從本課程的內容學習到金融工具與財富投資管理的基本知識與資訊，並得以進一步發展其適當的個人財富投資管理計劃。	This course aims to help students learn basic concepts of personal wealth management, by introducing various financial instruments, such as fixed-income securities, mutual funds, managed accounts, and derivatives. Students will leave the course with the fundamental information for further developing their appropriate personal wealth management plans.	人文素養	0%
		科學素養	30%
		溝通能力	0%
		創新能力	20%
		國際視野	40%
		社會關懷	10%

課程目標之教學方法與評量方法
(teaching and assessment methods for course objectives)

教學方法 (teaching methods)	學習評量方式 (evaluation)

Lectures 講授	1.課堂參與、小考 Class Participation and Quiz 20% 2.期中考 Midterm Exam 40% 3.期末考 Final Exam 40%

授課內容（單元名稱與內容、習作 / 考試進度、備註）
(course content and homework / tests schedule)

進度	Course Content	單元名稱與內容
Week 1	Wealth Management Overview	財富管理概述
Week 2	Financial Market and Investment	金融市場與投資
Week 3 & 4	Stocks and Stock Market – A Brief Review	股票和股市(簡述)
Week 5	Return and Risk	回報與風險
Week 6 & 7	Fixed-Income Securities	固定收入證券
Week 8	Bonds Valuation	債券估價
Week 9	Midterm Exam	期中考
Week 10	Managed Accounts	管理賬户
Week 11 & 12	Mutual Funds	共同基金
Week 12 & 13	Options	選擇權
Week 14	Commodities	商品期貨
Week 15	Financial Futures	金融期貨
Week 16 & 17	Portfolio Management	投資組合管理
Week 18	Final Exam	期末考

教科書與參考書目（書名、作者、書局、代理商、說明）
(textbook & other references)

Textbook: Gitman, L.J. and Joehnk, M.D. (2008), Fundamentals of Investing 10/e, ISBN: 9780321468512, Pearson. (滄海書局總代理)

References:

1. Rose, P.S. and Marquis, M.H. (2011), Money and Capital Markets 11/e, ISBN: 9780078116858, McGraw-Hill.
2. Horan, S.M. (2009), Private Wealth: Wealth Management in Practice, ISBN: 9780470381137, John Wiley.
3. Parameswaran, S.K. (2011), Fundamentals of Financial Instruments: An Introduction to Stocks, Bonds, Foreign Exchange, and Derivatives, ISBN: 9780470824900, John Wiley.
4. Other on-line resources and materials to be announced in class.

課程教材（教師個人網址請列在本校內之網址）
(teaching aids & teacher's website)

另行公告

課程輔導時間
(office hours)

另行公告