

Academic Year/course: 2021/22

## 27528 - Stock Market and Market Analysis

### Syllabus Information

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**Academic Year:** 2021/22

**Subject:** 27528 - Bolsa y análisis bursátil

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 449 - Degree in Finance and Accounting

**ECTS:** 6.0

**Year:** 3

**Semester:** Second semester

**Subject Type:** Compulsory

**Module:**

## 1. General information

### 1.1. Aims of the course

**The subject and its expected results respond to the following approaches and objectives:**

- Make an introduction to the different most relevant financial markets that correspond to the so-called Organized and OTC markets.
- As for organized markets, they involve a detailed study of the Stock Markets so that students are able to know the institutional and regulatory framework existing in Spain.
- Know in a relevant way the contracting system and the most relevant stock transactions, which are carried out in the Spanish market.
- Within the stock market operations, it implies knowledge of cash operations, as well as capital increases, market credit and contracts for difference.
- The student must also know the most relevant systems for the valuation of companies by the market, making special reference to fundamental analysis, being and carrying out the hypotheses of the analysis and study of the most relevant stock market ratios.
- The student must also know the fundamentals of Chart Analysis and Technical Analysis, norms such as to determine the behavior of the prices of securities in the market.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the results of Learning the subject provides training and competence to contribute to some extent to its achievement:

**Objective 4: Quality education**

**Objective 8: Decent work and economic growth.**

### 1.2. Context and importance of this course in the degree

It is a compulsory 3rd year subject that is taken in the second semester, once the students have already received training in financial operations and their accounting. This subject is included within the Financial Markets subject, from Module 2 Finance. Its content is basic for the knowledge of the stock markets.

With this subject it is intended that students are able to know the operation of the price formation system, that is, of the prices of the shares in the different stock markets.

This knowledge of the markets is the beginning so that the students can make stock investments and be able to manage portfolios of values ??and that they will be treated in other subjects of the same degree.

Financial markets currently constitute a relevant part of the financing / investment processes both globally and individually, having relevant effects on the global financial system of the countries, on the possibilities of business financing / investment and on the individual environment. both in the short term and in the long term. So that you can compare the risk / profitability of the different investment decisions since the student has been provided with tools that allow making decisions about whether or not to use certain sources of financing or savings / investment products. Once this knowledge is acquired, the student will continue their financial training with another subject that will refer to Investment management.

The interest of this subject lies in the importance and timeliness of the topics addressed since its objective is to show the student the operation of the stock exchanges and the necessary tools to be able to value stocks.

### 1.3. Recommendations to take this course

It is a subject that is taught in the third year of the Finance and Accounting degree and there are no prerequisites, except those established in the degree itself. However, for optimal use of the subject, it would be highly recommended that students had appropriately acquired the skills described in the subject "Analysis and Assessment of Financial Operations" taught in the 2nd Semester of the 2nd year of the FICO Degree, as well as the subject "Financial Management" taught in the 1st Semester of the 3rd year of the FICO Degree. The student is recommended to attend classes in addition to the dedication required by the continuous assessment system that is proposed for students who wish to follow it.

## 2. Learning goals

### 2.1. Competences

By passing the subject, the student will be more competent to ...

#### Specific skills

E1.- Understand the nature of the company and institutions, their relationship with the economic, legal, social and environmental environment and its impact on the financial and accounting areas of the organizations.

E4.- Understand the functioning of financial markets, the institutions that intervene in them, the instruments that are traded in them and their influence on investment and financing decisions.

E.6.- Identify, interpret and evaluate the financial and accounting information of companies and institutions to identify strengths and weaknesses, as well as to advise from a technical, financial and accounting approach in decision-making.

E8.- Develop the functions related to the areas of investment analysis, financial management and financial risks, auditing, financial and cost accounting and budgetary control of organizations.

#### Transversal competences

G3.- Ability to make decisions.

G5.- Ability to understand and interpret texts and news of an economic nature.

G7.- Have and be able to communicate in a basic language in Spanish and another foreign language, in financial matters, with special emphasis on stock exchange terminology.

G8.- Develop collaborative and working attitudes in multidisciplinary or multicultural teams, as well as develop a critical attitude for the debate.

G9.- Development of habits of self-discipline, self-demand and rigor.

G16.- Motivation for quality.

G17.- Motivation for autonomous and continuous learning.

### 2.2. Learning goals

The student, to pass this subject, must demonstrate that:

- 1- Is able to know the institutional framework where the stock market moves.
- 2- It is capable of making Stock Indices,
- 3- It is capable of carrying out the most relevant stock market operations, such as:
  - a) Determine the Theoretical Value of the rights in capital increases.
  - b) Be able to arbitrage in the market between rights and shares
  - c) Operate in the stock markets
- 4- Is able to know the Fundamental Analysis criteria in order to value the corresponding listed companies in the market.
- 5- Is able to know and apply technical analysis techniques to make investments in the market.
- 6- Is able to know and apply technical analysis to assess market movements and the corresponding listed securities.
- 7- He is able to analyze the profitability / risk relationship in the stock market decisions that have been made.

### 2.3. Importance of learning goals

The learning outcomes obtained in the subject are important for students because:

- They will allow you to know and understand the suitability or not of undertaking certain operations in the financial markets, and that it is essential for the management of the treasury of the companies.
- They will allow you to understand the importance of the correct valuation of the shares issued by companies.
- They will allow you to understand and compare the profitability obtained from different investment operations with the risk assumed.
- They will allow you to understand and compare the cost of the different sources of financing accessible in the business world (shares, bonds, etc.), which will facilitate your communication and negotiation of financial conditions with professionals in the area.

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that they have achieved the expected learning outcomes through the following assessment activities:

In the first call of the course, students are offered the possibility of choosing between a continuous assessment process and a global assessment.

#### Continuous assessment.

Two written exams are proposed. The first, at the end of thematic blocks I and II; the second at the end of thematic block III. These exams will cover all the theoretical, practical and theoretical-practical aspects developed throughout the semester.

In addition, said continuous evaluation will be completed with the completion of several assignments / practices in groups or individually that will complete the grade obtained in the exams of each thematic block.

The weight distribution of the different exams is as follows:

- First written exam: 4.5 points
- Second written exam: 3 points
- 2-4 Individual and/or group works: 2.5 points

To pass the subject through this modality of continuous evaluation, the sum of the mark of the 2 written exams should not be less than 3.5 out of the 7.5 possible points.

#### Overall evaluation.

In this modality the student will take a final written exam that represents 100% of their evaluation. This exam will consist of theoretical and practical questions that will refer to the contents of the three thematic blocks of the program, as well as the work / practices carried out during the continuous evaluation process.

Theoretical questions will be mostly applied and may be open and / or multiple choice, and will mean between 4 and 6 points of the final mark of the test. The practical questions will be in line with the practices and tasks proposed in class throughout the course and will mean between 4 and 6 points of the final mark of this test.

The student who does not opt ??for continuous assessment or who does not pass the subject through this procedure may go to the global assessment system.

The student who wants to choose to improve the grade obtained in the continuous assessment may do so by presenting himself at the first call for the global assessment.

In the second call, the evaluation will be carried out exclusively through the global evaluation system.

#### Evaluation criteria

In individual and / or group work, the following will be assessed: written expression, correct use of terminology, absence of errors, originality of the proposals, etc. In the case of presentation of the work in class, oral expression will be added to these aspects.

It is planned that all these evaluation tests will be carried out in person, but if health circumstances require it, they will be carried out online.

If the evaluation is carried out online, the student may be recorded in any test, being able to exercise their rights through the procedure indicated in the following link on the REDUCED INFORMATION CLAUSE IN THE MANAGEMENT OF TEACHING RECORDINGS:

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf).

The necessary software will be used to verify the originality of the activities carried out. The detection of plagiarism or copying in an activity will imply a score of 0 points in it.

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

### 4.2. Learning tasks

The course includes 6 ECTS that comprise 150 working hours in the following learning tasks:

- Lectures and Practice sessions with a participatory approach (60 hours).

- Practical sessions in the computer room to solve questions and to answer, small and large individual/group exercises, role plays and simulations.
- Autonomous work (90 hours).

The teaching methodology is planned to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught online.

### **4.3. Syllabus**

The course will address the following topics:

#### Part I: Financial Markets

- Topic 1. Financial System
- Topic 2. Stocks and compensation for stockholders
- Topic 3. The structure, characteristics and operations in stock markets

#### Part 2: Exchange Transactions

- Topic 4. Exchange Trading systems
- Topic 5. Equity Offering
- Topic 6. Other transactions: Reductions in capitalization, split, reverse splits, etc.
- Topic 7. Stock Benchmarks
- Topic 8. Credit Transactions and Contracts for Differences (CFDs)

#### Part 3: Stock-Market valuation

- Topic 9. Valuation based on fundamentals (top-down and bottom-up investing).
- Topic 10. Valuation based on charts and technical analysis

### **4.4. Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)