Module specification

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Module code	BUS5A20
Module title	Security Analysis and Valuation
Level	5
Credit value	20
Faculty	SLS
Module Leader	Robert Leigh
HECoS Code	100831
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Accounting and Finance Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**30** hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	**200 hrs**

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module aims to develop a critical and practical understanding of the concepts of financial securities and their valuation methods. In particular, students will be brought to the forefront of current methods of valuation techniques and their application to current market scenarios. Embedded in the module content and assessment are the competencies required to ensure students have the skills needed to work to current sustainable investment and support professional development.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Explore and understand the concepts of securities
2	Explain securities trading and regulations
3	Develop a strong understanding of equity valuation models and financial statement analysis
4	Assess different markets and instruments used in security analysis
5	Analyse trends in the aggregate stock market

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment One: An assignment that highlights and explains the current securities theories and identifies the current trading rules and regulations (max word count 2,000)

Indicative Assessment Two: An assignment consisting of a detailed explanation of different security investments (max word count 2,200)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Essay	40%
2	3,4,5	Case Study	60%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end the Security Analysis and Valuation module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying the Security Analysis and Valuation module will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

1. Introduction – What is security analysis

2. Introduction to investment banking, securities trading, trading participants

3. SEC, IOSC, investor protection and market manipulation

4. Intrinsic value vs market price, the dividend discount model, equity ratios

5. Fundamental analysis, technical analysis, forecasting models

6. Derivatives analysis

7. Capital allocation, CAPM, Option value

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Brodie, Z., Kane, A. and Marcus, A.J. (2017), *Investments*. New York: McGraw-Hill Education.

Other indicative reading

Teall, J. (2018), *Financial Trading and Investing.* Amsterdam: Academic Press.

Fabozzi, F.J. and Markowitz (2011), *The Theory and Practice of Investment Management*. Chichester: Wiley.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication