

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Sciences		
Faculty/School:	Law, Business and Government		
Course:	THE STOCK EXCHANGE AND CAPITAL MARKETS		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7142
Teaching period:	Eighth semester		
Subject:	Financials		
Module:	Functional Management of Business Areas		
Teaching type:	Classroom-based		
Language:	Spanish/English		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Knowledge of financial markets and assets is key to the business world because today it is the most relevant part of the financial economy and is increasingly significant in investment-financing decisions. In addition, it is the basic field of action of one of the degree's professional opportunities, the world of financial services firms and investment banking.

The objective is to learn more about the world of financial assets and markets, with special emphasis on the equity market. Both the characteristics of financial assets, the structure and players in the markets and the valuation techniques of these will be addressed in order to provide investment recommendations.

GOAL

At the end of the course, the student must understand the capital markets and the derivatives market, as well as the operation of the Stock Exchanges in both their business and investment facets, taking into account that risk analysis is inherent to the capital and derivatives market.

The specific purposes of the course are:

- Assimilate the ethical component and good business practices.
- Understand and strengthen the basic concepts of the financial and banking business, of the different financial products and their different markets.
- Understand the operation of the Stock Exchanges.
- Structure ideas to express them clearly and precisely.

PRIOR KNOWLEDGE

Basic knowledge of the Value of Money over Time.

Basic knowledge of Financial Accounting

Basic knowledge of Monetary Policy.

COURSE SYLLABUS

I) INTRODUCTION

The financial sector.

Financial intermediaries. Functions and typology.

Central banks. Monetary policy, the determination of interest rates and their involvement in markets and companies.

Concept, characteristics, functions and types of financial markets.

Characteristics and functions of financial assets.

II) THE STOCK MARKET

Structure of the stock market.

Traded assets: stocks and stock indices.

Market Members.

Settlement Systems.

Trading transactions: OPA, IPO, Splits, Capital Expansions and Reductions.

Rating.

Fundamental and Technical Analysis.

III) FINANCIAL MARKETS

Money Market.

Bond Market.

Stock Market.

Foreign exchange market.

Commodity market.

Derivatives Market: Futures and Options.
Other financial assets.

IV) FINANCIAL MARKET TRENDS

EDUCATION ACTIVITIES

Individual and group work. Practical application by solving group exercises.

Course work: - Reading current texts/news about financial markets. Presentation of a summary. - Group presentation of a current topic.

Tutoring: - Tutoring times will be specified on the first day of class. However, the student must send an email to the teacher indicating their attendance.

TEACHING METHODOLOGY A teaching methodology based on experience has been established, incorporating the educational methods and technologies most appropriate to the objectives of the course. To achieve these ends, a program has been undertaken to adapt and prepare texts, documentation and study material, using the necessary technological supports for the most appropriate communication and understanding.

The following methodologies will be used throughout the course: **FLIPPED CLASSROOM:** Active methodology that moves instruction out of the classroom through videos or enriched texts to increase face-to-face time in which to perform higher cognitive level tasks proposed and guided by the teacher. Both in face-to-face and remote classes, learning is based on providing content for independent study by the student. **PROBLEM-BASED LEARNING:** The student is faced with practical assumptions and the teacher will be responsible for guiding them at all times. Once the work is completed, the assumptions will be corrected and analyzed by the students themselves in class. **EXPOSITIONAL CLASSES:** Presentation of a theoretical vision of the topics focusing on those concepts that are key to their understanding. The student will previously participate in the preparation of some theoretical topics. In addition, the student will be given the most recommended resources for the subsequent preparation of the topic in depth. **TEAMWORK:** Presentation and exhibition of eminently practical teamwork, which will be presented orally to the class as a whole, to deepen the fundamental teaching principles. **PERSONALIZED TUTORING:** It consists of individual attention to the student with the objective of reviewing and discussing the topics presented in class and clarifying any doubts that have arisen. The student is also guided on all the elements that make up the learning process. **GROUP TUTORING:** It consists of the supervision of students who work as a team for the development of the same. In content acquisition evaluation tests (exams), autonomous learning capacity can be evaluated.

In the Virtual Campus, the student will have all the relevant subject matter of the course, as well as the activities to

be carried out during the course. To access the Virtual Campus: <https://ufv-en.instructure.com/login/canvas>. The tools that have been activated on the Web for this subject are the following: - Calendar: it means that the student is informed of the content of the classes to be taught, prepare the exercises in advance and remember the due dates of exercises, papers, intermediate controls, etc. It is constantly updated. - Email: direct communication medium between the teacher and the student and between the students themselves (email @ufv) - Teaching guide for the subject: so that they can consult the explained syllabus or the criteria of evaluation among others. - Activities: set of exercises that students must carry out in the course. There are two sections: additional exercises and self-evaluation. - Material: a set of useful content for the student in preparing classes, papers and assumptions. For example, the summary of the teacher's presentations in class, the content of the work to be done during the course and everything that favors the connection between the contents of the program and the current business reality, such as press clippings, announcements, company cases... - Each student must have the personal evaluation tool activated and must register at the beginning of the course.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
60 Horas	90 Horas

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

Ability to carry out synthetic and analytical thought.

To run businesses for the benefit of people and society, with quality as the key element in order to achieve a

competitive advantage.

To develop oral and written communication skills in a native and foreign language.

General Skills

Ability to carry out synthetic and analytical thought.

To run businesses for the benefit of people and society, with quality as the key element in order to achieve a competitive advantage.

To develop oral and written communication skills in a native and foreign language.

Specific skills

Know the operating mechanisms of the different capital and money markets, with special attention to the balance, profitability and risk of each one.

Know the basic aspects of the banking business, its financial statements and the management of its risks.

Identify the techniques, models and methods for valuing companies and integrating them into society.

Have the ability to execute the financial direction of a company

LEARNING RESULTS

He is able to work in the Financial Management of a company.

It operates in different financial markets

It works in the field of mergers and acquisitions

It is able to negotiate with Financial Institutions the financing aspects of different projects and strategies

LEARNING APPRAISAL SYSTEM

The learning evaluation system will be carried out using the continuous evaluation model, evaluating the student's learning process based on the continuous monitoring of the work they do, and is aimed at verifying that the student has acquired the competencies, skills and learning results expected for this subject. The evaluation system distinguishes between students in the first enrollment, with a continuous evaluation system, and an alternative

evaluation system, for students in second and subsequent enrollment or students with an academic exemption (*), but who will carry out the activities required by the teacher. The evaluation systems are:

1- CONTINUOUS EVALUATION SYSTEM. This continuous evaluation will take into account the following parameters: active and relevant participation in class and in the discussion of cases, resolution of practical cases, intermediate control, teamwork and final exam. The subject is evaluated from 0 to 10 points, which are accumulated over the course. A minimum score of 5 points out of 10 in the final exam is required for continuous evaluation to be applied. The percentage weighting of the different parameters, in the final grade, will be applied as follows: Preparation of works (individual and/or in groups), resolution of practical cases and exercises (delivered in the time and form stipulated by the teacher and developed in the classroom): 20% Continuous evaluation (participation in class, discussion of cases, round tables, virtual classroom, forums, tutoring...): 10%, Partial and final exams: 70%. To apply continuous evaluation, it is necessary to obtain at least 5 out of 10 in the final exam and 5 out of 10 in the continuous evaluation.

2.- ALTERNATIVE EVALUATION SYSTEM: Preparation of works, resolution of practical cases and exercise (individual task, virtual classroom): 20%. Final exam (to apply continuous evaluation, a minimum score of 5 out of 10 is required in the final exam): 80%. This evaluation system applies to: Students with an approved academic waiver (*). UFV students on an exchange stay. For these, there is no need to request a waiver. Students in second or subsequent enrollment: these students will be able to take advantage of the Continuous Assessment System, as long as they meet all the requirements, including class attendance. Otherwise, they must follow the Alternative Assessment System, and there is no need to request an academic waiver. In either case, it is the student's responsibility to monitor the subject, as well as the aspects that make up the evaluation.

3.- EXTRAORDINARY CALL: For those students who do not pass the Ordinary Call, the Extraordinary Final Exam will weigh 80% (minimum exam score 5 points out of 10) and the delivery in the Virtual Classroom of the exercises indicated for this purpose will weigh 20%. All tests susceptible to evaluation will be subject to the provisions of the UFV Evaluation Regulations. Students are required to observe the elementary and basic rules of authenticity and originality in any training activity or evaluation test.

To ensure meaningful learning on the part of the student, the delivery dates of the proposed activities, individual and group work will be scrupulously respected.

In the event that the student does not pass the final exam (a score higher than 5), both in ordinary and extraordinary exams, the grade of the subject will be that obtained in the exam.

(*) A student may obtain academic exemption for work reasons, incompatibility of schedules, illness or other reasons as determined by the Career Management, upon request of the same, in Academic Coordination, providing the documentation required for this purpose. Once granted, both the affected teacher and the student who requested it will be officially notified, from the Academic Coordination.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
- c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).
- d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use

upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Mishkin, F.S. (2014). Currency, banking and financial markets. Pearson Education

Edwards, R.D., Magee, J., & Bassetti, W.H.C. (2021) Technical analysis of stock trends Profit Editorial

Additional

Duarte, J., & Mascareñas, J. (2013). The efficiency of stock markets: a review. Financial Analysis, 122, 21-35.

Alfaro, T. (2022) How to Understand and Use McGraw-Hill Financial Markets