

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	Investment Industry and Fundamentals of Economics (Investments-1)	
Course Unit Code	FB610	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On-demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is to provide a thorough understanding of the investment industry, roles, and responsibilities. The course can be used for a comprehensive overview of investments and completing knowledge gaps by students from Programmes other than MSc Financial Services Programme.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Explain how economies benefit from the existence of the investment industry, identify types of financial institutions, describe forces that affect the evolution of the investment industry, and describe the need for ethics in the investment industry.
	CILO 2	Describe the objectives of investment industry regulation, and identify elements of a company's policies and procedures to ensure that the company complies with regulations,
	CILO 3	Define microeconomics and describe how demand for a product or service is affected by a substitute and complementary products and services; describe factors that affect quantity supplied; describe market equilibrium; describe and interpret price and income elasticities of demand and their effects on quantity and revenue.
	CILO 4	Define macroeconomics and describe why macroeconomic considerations are important to an investment firm and how macroeconomic information may be used; describe economic indicators and their uses and limitations; explain limitations of monetary policy and fiscal policy.
	CILO 5	Describe needs served by the investment industry; distinguish between buy-side and sell-side firms in the investment industry; distinguish between pooled investments, including open-end mutual funds, closed-end funds, and exchange-traded funds; describe market efficiency in terms of operations, information, and allocation.
Name of Lecturer(s)		
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	The Investment Industry: A Top-Down View; Ethics and Investment Professionalism	CILO 1
	Regulation	CILO 2
	Microeconomics	CILO 3
	Macroeconomics, Economics of International Trade, Financial Statements, Quantitative Concept	CILO 4
	Structure of the Investment Industry, Investment Vehicles, the Functioning of Financial Markets	CILO 5
Recommended or required reading	<p>“Fundamentals of Investing”, by Scott B. Smart and Chad J. Zutter, 14th edition, Pearson, 2020.</p> <p>“Microeconomics”, Campbell R. McConnell, Stanley L. Brue and Sean Masaki Flynn, 20th edition, Mc Graw Hill, 2017</p> <p>“Macroeconomics”, Campbell R. McConnell, Stanley L. Brue and Sean Masaki Flynn, 22th edition, Mc Graw Hill, 2020</p> <p>CFA Institute materials</p>	
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; problem sets; teamwork; team presentations, interactive online learning via Moodle (quizzes,	

	assignments, forums)
Assessment methods and criteria	10%: Class Participation 15%: Quizzes Moodle 15% Case study 60%: Final Exam
Language of Instruction	English
Work Placement(s)	Not applicable