COURSE SYLLABUS

Stock Market Investing

Gain a comprehensive understanding of stock investing, valuation, and stock movements in this course. Learn about essential valuation techniques, financial statements, and the fundamentals of stock investing, as well as the factors that influence stock prices and how to analyze them.

For more information, visit
https://www.creativelive.com/classes/stock-market-investing



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Course Outline

Stock Investing

- Stock fundamentals
- Stock indices
- Liquidity
- Dividend yields
- Exchange traded funds

Stock Valuation

- Market capitalization
- Enterprise value
- P/E Ratios
- Shortfalls of P/E ratios
- EV/EBITDA multiples
- Intro to DCF modeling
- CAPM and cost of capital

Stock Movements

- Earnings releases
- Analyst earnings estimates
- Economic data
- Interest rates and the Federal Reserve
- Earnings transcripts and company presentations

Bond Investing

- Types of bonds
- Bond prices, yields, and spreads

- Credit ratings and risk
- Bankruptcy

Intro to Real Estate Investing

- Types of real estate assets
- Real Estate Investment Trusts (REITs)
- Capitalization rates
- Mortgages and loan-to-value (LTV) ratios
- How does leverage impact returns?

Stock Options

- Call options
- Put options
- Option strategies and hedging
- Black-Scholes Model

Financial Crisis

- Mortgage-backed securities
- Credit default swaps
- How did the housing market collapse spread to the major banks and other financial institutions?
- Who is to blame for the financial crisis? (regulators, investment banks, homeowners, mortgage lenders, rating agencies)