



**MOS3316B 570**  
**Investment Management**  
**Winter 2026**

Instructor: Brad Bishop  
Email: [bbishop6@uwo.ca](mailto:bbishop6@uwo.ca)

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**Course Information**

**Mode of Instruction:** In Person

**Calendar Description:**

This course examines the major theories of investment finance and the pricing of bonds, stocks and options. Portfolio construction using both passive and active management strategies is also discussed.

**Pre-requisite(s):** MOS 2310A/B or MOS 3310A/B and enrollment in BMOS.

**Anti-requisite(s):** Economics 2121A/B, Economics 3346A/B.

**Extra Information:** 3 lecture hours.

**Course Weight:** 0.50

**Breadth:** CATEGORY A

**Subject Code:** MOS

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

**Instructor Contact Information:**

Brad Bishop, MBA, CFP, CIM

[bbishop6@uwo.ca](mailto:bbishop6@uwo.ca)

**Office Hours:**

Virtual via Zoom. Thursdays from 10:00am to 11:00am or by appointment via Zoom.

**Course Description:**

This course examines the major theories of investment finance and the pricing of bonds, stocks and options. Portfolio construction using both passive and active management strategies is also discussed.

This course aims at developing key concepts in financial investment theory and management. It is designed to give students a working knowledge of financial markets, including major theories and the pricing financial instruments. The structure of this course will emphasize the theoretical nature of asset pricing including the portfolio theory – determining efficient portfolios and selecting the optimum portfolio, standard equilibrium pricing models, the efficient market hypothesis, the pricing of stocks, bonds, options, and other derivatives. In addition, the course focuses on practical applications of financial theory.

**Course Learning Outcomes:**

1. Identify the role of financial assets in the economy and the participants in financial markets
2. Explain the features of various security types including equities, bonds, options and other derivatives
3. Differentiate between long and short investing and the use of margin
4. Recognize the trade-off of risk and return in the capital allocation decision
5. Examine market efficiency and portfolio theories
6. Estimate the intrinsic value of various investments using fundamental analysis
7. Analyze investments using technical methods
8. Differentiate between various options trading strategies
9. Evaluate the differences between active management and passive management

**Course Materials and Resources:**

1. Required Textbook: Zvi Bodie, Alex Kane, Alan J. Marcus, Lorne Switzer, Maureen Stapleton, Dana Boyko, Christine Panasian. Investments, 11<sup>th</sup> Canadian Edition. McGraw-Hill Education., 2025. ISBN: 97812656573387. eBook ISBN: 9781264504800. Ebook 180 day rental \$69, Paperback \$163.15  
Copies of the textbook are available at the Western Bookstore:  
[https://bookstore.uwo.ca/textbook-search?campus=KC&term=W2025B&courses%5B0%5D=570\\_KC/MOS3316B](https://bookstore.uwo.ca/textbook-search?campus=KC&term=W2025B&courses%5B0%5D=570_KC/MOS3316B)  
The earlier 10<sup>th</sup> edition is sufficient as well.
2. Financial Calculator – Texas Instruments BAII Plus financial calculator is recommended.
3. OWL Brightspace (Western University's online learning management system): I will post power point slides, class handouts, homework and assignments. Grades will also be posted here.
4. Access to financial newspapers and web sites such as the following: [www.bloomberg.com](http://www.bloomberg.com), [www.globeinvestor.com](http://www.globeinvestor.com), [www.reuters.com](http://www.reuters.com), [www.cboe.com](http://www.cboe.com), [www.investopedia.com](http://www.investopedia.com)

**Participation and Attendance:**

Regular class attendance and participation is vital to the learning process. Students should come to class prepared enough to effectively participate. Students are asked not to come to class late or leave early.

**Methods of Evaluation:**

The Final Grade in the course will be calculated as follows:

5% - Quiz 1. In-class.

5% - Quiz 2. In-class.

30% - Midterm Test. In-class.

5% - Quiz 3. In-class.

5% - Quiz 4. In-class.

10% - Assignment.

40% - Final Exam. As scheduled by the Registrar. Covers Chapters 1 to 7, 9, 11-12, 14-16, 18-19, 20, 24.

*Note:* The material for all assignments, quizzes, tests and exams consists of the topics covered in the text and the material covered in the lectures. Some of the topics covered in the lectures, including problems done in class, may not appear in the textbook. Students are reminded that they are responsible for this material.

**Tests/Exams/Quizzes/Assignments:**

The midterm test, final exam and quizzes will be conducted in-class during the allowed time window. There will be no make-up quizzes, tests, exams or assignments. In the case of medical emergencies, or other unforeseen circumstances, exceptions may be possible. If such an emergency occurs, the instructor must be notified immediately, via email. In addition, documentation must be submitted by the student directly to the Academic Dean's Office.

**Course Content:**

The following topics will be covered in the course. However, additional topics may be added or some of the topics below may be deleted or revised. Changes will be announced in-class and students are responsible for such changes.

Introductory

- Chapter 1: The Investment Environment
- Chapter 2: Financial Markets, Asset Classes, and Financial Investments
- Chapter 3: How Securities are Traded
- Chapter 4: Mutual Funds and Other Investment Companies

Portfolio Theory and Practice

- Chapter 5: Risk, Return, and the Historical Record
- Chapter 6: Capital Allocation to Risky Assets\*\*
- Chapter 7: Efficient Diversification\*\*

Equilibrium in Capital Markets

- Chapter 9: The Capital Asset Pricing Model
- Chapter 11: The Efficient Market Hypothesis
- Chapter 12: Behavioural Finance and Technical Analysis

Fixed-Income Securities

- Chapter 14: Bond Prices and Yields
- Chapter 15: The Term Structure of Interest Rates\*\*
- Chapter 16: Managing Bond Portfolios\*\*

Security Analysis

- Chapter 18: Equity Valuation Models
- Chapter 19: Financial Statement Analysis\*\*

Options

- Chapter 20: Option Markets

Applied Portfolio Management

- Chapter 24: Portfolio Performance Evaluation

*\*\* Please note: the concepts in these chapters will not be covered in detail*

**Academic Misconduct:**

Academic Misconduct Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of [what constitutes a Scholastic Offence](#). Within this course, use of artificial intelligence (AI) tools such as ChatGPT is not permitted for written work submitted for evaluation. Unauthorized use of AI will be subject to academic discipline.

# KING'S UNIVERSITY COLLEGE

## GENERAL COURSE POLICIES

### 2025-2026

#### **1. Academic Accommodations, Consideration for Absences**

##### **Academic Accommodation (Accessibility)**

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

##### **Academic Consideration for Student Absence**

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at [https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses\\_enrollment/exams\\_and\\_tests/SMC-Feb-2025.pdf](https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/SMC-Feb-2025.pdf).

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

[https://uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf)

##### **Absences from Final Examinations**

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

## **Religious Accommodation**

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

## **2. Support Services**

Accessibility, Counselling and Student Development at King’s University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King’s University College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

[https://www.uwo.ca/health/mental\\_wellbeing/](https://www.uwo.ca/health/mental_wellbeing/)

Academic Support Services at King’s University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

### **GBSV Support:**

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

<https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing [Care@kings.uwo.ca](mailto:Care@kings.uwo.ca) or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also [https://www.uwo.ca/health/student\\_support/survivor\\_support/get-help.html](https://www.uwo.ca/health/student_support/survivor_support/get-help.html)

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

### 3. Statement on Use of Electronic Devices

**Use of Electronic Devices:** Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

**Use of Laptops, Tablets, and Smartphones in the Classroom:** King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

### 4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### **5. Copyright of Course Material**

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

### **6. Use of Recordings**

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

### **7. Policy on Attendance**

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.