

Investment (BUS 325) – Course Overview

Course Overview

Investment (BUS 325) introduces you to the core principles of modern investing and how financial markets operate. You will explore how different investment assets work, how investors evaluate opportunities, and how risk and return shape real-world financial decisions.

This course also covers stock and bond valuation, portfolio construction, mutual funds, diversification, and the theory behind efficient markets — giving you a strong foundation for making informed investment choices.

Whether you want to build your own investment portfolio, understand how markets behave, or pursue a career in finance, this course provides the analytical tools and market knowledge you need.



What You Will Learn

By the end of this course, you will understand:

- How financial markets, securities, and investment instruments work
- The characteristics of stocks, bonds, mutual funds, and ETFs
- How securities are traded, priced, and regulated
- Fundamental and technical approaches to evaluating investments
- Risk, return, and how to measure investment performance
- The principles of diversification and portfolio management
- CAPM, APT, and other major investment theories
- How market efficiency affects investment strategy



Who This Course Is For

This course is ideal for:

- Business and accounting students seeking deeper investment knowledge
- Beginner and intermediate investors who want a structured academic foundation

- Anyone who wants to learn how markets work and how investments are evaluated
- Individuals preparing for finance, banking, or asset-management careers
- Learners who want a solid introduction before taking advanced investment or portfolio courses



What You Will Be Able to Do After This Course

By the end of BUS 325 Investment, you will be able to:

- Analyze different types of investment assets and markets
- Evaluate stocks, bonds, and funds using key valuation tools
- Measure investment risk and return
- Build and assess diversified portfolios
- Apply investment theories such as CAPM and EMH
- Make informed investment decisions
- Approach investing with a professional and analytical mindset