



FINANCIAL MARKETS AND INSTITUTIONS

FMKTA400 — Financial Marketing Institutions, hours

PROFESSOR

Dr. Michael Marticek is an experienced Professor with a demonstrated history of working in the higher education industry.

Michael is skilled in Management, Coaching, Government, and Aviation.

He has a strong education professional with a Doctor of Business Administration (DBA) focused in Management Information Systems and Services.

CONTACT INFORMATION

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ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Madura Jeff. Financial Markets & Institutions. 13th ed. Cengage, 2021.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 80 Points
- Weekly Writing Forums - Total of 90 Points
- Midterm - 20 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 240. To determine the final grade, the student's earned points are divided by 240.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)
B = (80% - 89%)
C = (70% - 79%)
F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	
Lesson #1	<ul style="list-style-type: none">• Role of Financial Markets and Institutions• Determination of Interest Rates• Structure of Interest Rates• Functions of the Fed	Study Course Syllabus Read Chapters 1, 2, 3 & 4 Participate in the Discussion Forum Lesson Evaluation	
Lesson #2	<ul style="list-style-type: none">• Monetary Policy• Money Markets• Bond Markets• Bond Valuation and Risk	Read Chapters 5, 6, 7 & 8 Participate in the Discussion Forum Complete Writing Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson
Lesson #3	<ul style="list-style-type: none">• Mortgage Markets• Stock Offerings and Investor Monitoring• Stock Valuation and Risk• Market Microstructure and Strategies	Read Chapters 9, 10, 11 & 12 Participate in the Discussion Forum Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #4	<ul style="list-style-type: none"> Financial Futures Markets Options Markets Swap Markets 	Read Chapters 13, 14 & 15 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson
Lesson #5	<ul style="list-style-type: none"> Foreign Exchange Derivatives Market Commercial Bank Operations Bank Regulation 	Read Chapters 16, 17 & 18 Participate in the Discussion Forum Lesson Evaluation	
Lesson #6	<ul style="list-style-type: none"> Bank Management Bank Performance Thrift Operations 	Read Chapters 19, 20 & 21 Participate in the Discussion Forum Complete Assignment 3 Lesson Evaluation	Assignment 3 upon completion of the lesson
Lesson #7	<ul style="list-style-type: none"> Finance Company Operations Mutual Fund Operations Securities Operations 	Read Chapters 22, 23 & 24 Participate in the Discussion Forum Lesson Evaluation	
Lesson #8	<ul style="list-style-type: none"> Insurance Operations Pension Fund Operations 	Read Chapter 25 & 26 Participate in the Discussion Forum Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Final exam upon completion of the lesson

DESCRIPTION

This course will help students learn the basics of investing in the stock market where students will learn when to buy and when to sell stock; Students will learn to manage a portfolio of stocks and other asset classes

Program Objectives

- 1) Introducing the flow of funds across financial markets, interest rates, and security prices.
- 2) Explaining how the Federal Reserve System (the Fed) affects economic conditions.
- 3) Describing money markets, bond markets, and mortgage markets.
- 4) Understanding the role of equity markets.
- 5) Explaining how institutional portfolio managers and speculators use derivative security markets.
- 6) Identifying key factors of savings institutions and explaining how financial institutes interact with one another.
- 7) Describing mutual funds and the functions of security firms.
- 8) Understanding the operations of insurance companies and the role of pensions in finance.

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