

TQF 3

COURSE SPECIFICATION

[X] Bachelor's Degree [] Master's Degree [] Doctoral Degree

Course: Investment Management

Course Code: FIN3205

Finance and Investment, Business Administration Program

Faculty of Management Science

Suan Sunandha Rajabhat University

Semester 1, Academic Year 2569 (B.E.)

SECTION 1 GENERAL INFORMATION

1. Course Code and Course Title	FIN3205 - Investment Management
2. Number of Credits	3 (3-0-6)
3. Curriculum and Course Category	3.1 Curriculum: Bachelor of Business Administration Program, Finance and Banking, Revised Curriculum B.E. 2564 (2021) 3.2 Course Category: Major-specific course (Required)
4. Course Coordinator and Instructor	4.1 Course Coordinator: Asst. Prof. Dr. Charawee Butrbumrung 4.2 Instructor: Asst. Prof. Dr. Charawee Butrbumrung
5. Contact Information	Asst. Prof. Dr. Charawee Butrbumrung, Room 5722 E-mail: charawee.bu@ssru.ac.th
6. Semester / Year of Study	6.1 Semester 1/1569 (as stated in the source document) 6.2 Maximum enrollment: 50 students (1 section)
7. Pre-requisite Course(s)	FIN1105 Business Finance
8. Co-requisite Course(s)	None
9. Place of Study	Faculty of Management Science, Suan Sunandha Rajabhat University
10. Date of Preparation / Latest Revision	2 July B.E. 2569 (2026)

SECTION 2 AIMS AND OBJECTIVES

1. Course Aims

1. To provide students with knowledge and understanding of security investment, including investment in various financial assets, the stock exchange, securities price indices, investment returns, risks from holding securities, portfolio theory, analysis of economic conditions, the stock market, industries, and portfolio performance, as well as security valuation and investment timing.
2. To enable students to identify, analyze, and solve relevant investment problems.
3. To enable students to apply the acquired knowledge for personal benefit and a better quality of life.
4. To enable students to disseminate useful knowledge to society and contribute to a higher quality of life in the community.

2. Objectives for Course Development / Improvement

1. Revise case studies, learning activities, and teaching and learning methods.

SECTION 3 COURSE DESCRIPTION AND IMPLEMENTATION

1. Course Description

Basic knowledge of security investment; principles of investing in various types of financial assets; the Stock Exchange of Thailand; securities price indices; investment returns; risks arising from holding securities; portfolio theory; analysis of economic conditions, the stock market, industries, and portfolio performance; security valuation; and investment timing.

2. Number of Hours per Semester

Lecture	Tutorial / Supplementary Teaching	Practice / Fieldwork / Internship	Self-study
3 hours/week or 55 hours/semester	As required by students	-	6 hours/week or 90 hours/semester

3. Academic Consultation and Advice Available to Individual Students

3.1. Face-to-face consultation at the instructor's office, Building 57, Faculty of Management Science; Asst. Prof. Dr. Charawee Butrbumrung, Room 5722.

3.2. E-mail consultation: charawee.bu@ssru.ac.th.

3.3. Consultation through the instructor's social media channels (Facebook / Line).

3.4. Consultation through the computer network (Internet / Webboard): <https://www.ssrudlp.ssru.ac.th>.

Note: Teaching and learning will use HyFlex Learning through a Hybrid Classroom (onsite, online, and on-demand). Additional media and tools include Google Meet, Zoom, Microsoft Teams, Google Classroom, Google Forms, Google Docs, Padlet, etc.

SECTION 4 DEVELOPMENT OF STUDENT LEARNING OUTCOMES

1. Ethics and Morality

Learning Outcomes to be Developed

[Secondary] Awareness of and commitment to morality, ethics, professional ethics, sacrifice, and honesty.

[Primary] Discipline, punctuality, and responsibility toward oneself, society, and the environment.

[Secondary] Behavior demonstrating respect for the rights of others and human dignity.

Teaching Methods

Establish a learning culture that promotes discipline, punctuality, compliance with university regulations, responsibility in group work, leadership and membership roles, honesty, and academic integrity. Activities also promote morality, ethics, and professional conduct.

Assessment Methods

1. Punctuality in class attendance, timely submission of assigned work, and participation in activities.
2. Discipline and preparedness when participating in activities.
3. Academic honesty and absence of cheating in examinations.
4. Responsibility for assigned duties.
5. Listening to and accepting the opinions of others.

2. Knowledge

Learning Outcomes to be Developed

[Secondary] Knowledge and understanding of important principles and theories in the field of study.

[Primary] Ability to keep up with academic progress and extend knowledge in related fields.

[Secondary] Ability to integrate knowledge in the field of study with other related disciplines.

Teaching Methods

Use varied learner-centered teaching approaches emphasizing theoretical principles and practical application in real environments, while remaining responsive to economic, social, and technological changes. Where appropriate, provide authentic learning experiences through study visits, guest experts, and workplace practice.

Assessment Methods

1. Quizzes, midterm examination, and final examination.
2. Reports, projects, and learning activities prepared by students.
3. Classroom presentations.

3. Intellectual Skills

Learning Outcomes to be Developed

[Primary] Creative, rational, and systematic thinking.

[Secondary] Ability to search, classify, and analyze data or information in order to develop problem-solving skills.

[Secondary] Ability to apply knowledge and skills appropriately to business problem solving.

Teaching Methods

Develop creative and analytical thinking progressively from simple to more complex problems using learner-centered approaches such as group discussion, case studies, projects, and, where appropriate, practical workplace experience.

Assessment Methods

1. Quizzes, midterm examination, and final examination using case studies or problem-based questions.
2. Assessment of research, projects, and independent study through oral presentations and written reports.

4. Interpersonal Skills and Responsibility

Learning Outcomes to be Developed

[Primary] Responsibility for assigned work.

[Secondary] Ability to work effectively as a team member or team leader as assigned.

[Secondary] Good interpersonal relations and the ability to adapt appropriately to relevant situations.

Teaching Methods

Organize collaborative learning activities that develop teamwork while integrating responsibility to self and society, interpersonal relations, and adaptability.

Assessment Methods

1. Observation of student behavior and participation in discussions or group presentations.
2. Observation of behavior demonstrated during participation in various activities.

5. Numerical Analysis, Communication, and Information Technology Skills

Learning Outcomes to be Developed

[Secondary] Ability to select and appropriately apply relevant mathematical and statistical techniques.

[Primary] Ability to select suitable communication methods and presentation formats so that others can understand effectively.

[Secondary] Ability to select and use information technology appropriately.

Teaching Methods

Use simulations or case studies that require relevant mathematical and statistical techniques, presentation of appropriate solutions, and course assignments that strengthen information technology skills.

Assessment Methods

1. Assessment of presentation techniques and the appropriate use of information technology, mathematics, and statistics.
 2. Assessment of the ability to explain and discuss case studies presented in class.
- Note:** Primary = major responsibility; Secondary = minor responsibility; blank = no responsibility, as shown in the Curriculum Mapping.

SECTION 5 TEACHING PLAN AND ASSESSMENT PLAN

1. Teaching Plan

Week	Topics / Details	Hours	Learning Activities / Media	Instructor
1	Introductory Principles of Investment - Meaning - Objectives - Factors affecting investment decisions	3	Course orientation and explanation of teaching methods; review of finance and investment-related knowledge; lecture; questions and discussion; group formation for case study/report preparation and presentation; discussion of course integration. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite	Asst. Prof. Dr. Charawee Butrbumrung
2	Financial Markets and Investment Assets - Investment channels - Principles of investment decision-making	3	Lecture/discussion; questions and answers; self-study; exchange of opinions within groups. Media: PowerPoint / video clips / YouTube Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
3	Quantitative Analysis and Data Management for Investment - Meaning and importance - Data for analysis - Data management for analysis	3	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung

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Week	Topics / Details	Hours	Learning Activities / Media	Instructor
4	Stock Exchange - Meaning and components - Member companies and member qualifications - Supervision of securities business conducted by member firms - Investor protection measures - Investor cautions in securities trading - Duties and responsibilities of the Stock Exchange Board - Securities trading on the stock exchange	3	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
5	Securities Price Indices - Stock price indices - Stock exchange index - Government policies affecting the stock exchange index - Trading volume in relation to price and market index - Factors causing changes in the stock exchange index - Calculation of stock price indices from current market prices	3	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
6-7	Investment Returns, Security Valuation, and Investment Timing - Basic knowledge of interest rates - Time value of money - Rates of return from investment in securities and portfolios	6	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
8	Midterm Examination	-	Midterm examination	Asst. Prof. Dr. Charawee Butrbumrung
9	Risk from Holding Securities - Introduction to portfolios - Importance of portfolios - Risk of returns from investment in securities and portfolios	3	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
10-11	Portfolio Theory and Portfolio Performance - Markowitz portfolio theory - Introduction to CAPM - Risk-adjusted rates of return - Security analysis using technical factors - Meaning and importance of technical analysis - Patterns of securities price changes - Selection and portfolio formation process - Portfolio construction theory	6	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
12	Fundamental Concepts of Company Analysis - Financial statement analysis - Analysis and monitoring of business performance - Sustainable investment - Concepts and tools for sustainable investment	6	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
13-14	Analysis of Economic Conditions, the Stock Market, and Industry - Economic analysis - Stock market analysis - Industry analysis	6	Lecture/discussion; questions and answers; exchange of opinions; case study/assigned work. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online / on-demand	Asst. Prof. Dr. Charawee Butrbumrung
15-16	Presentation / Discussion / Integration of Assigned Work	6	Presentation, discussion, and integration of assigned work; questions and answers; exchange of opinions among groups. Media: PowerPoint Tools: Classroom / Google Classroom Mode: onsite / online	Asst. Prof. Dr. Charawee Butrbumrung
17	Final Examination	-	Final examination	Asst. Prof. Dr. Charawee Butrbumrung

2. Learning Assessment Plan

Learning Outcomes	Assessment Methods	Assessment Week	Weight
Ethics and Morality (2) Knowledge (2)	Punctual attendance; responsibility; submission of assignments on time; participation in activities; no cheating in examinations; listening to and accepting others' opinions.	Throughout the semester	10%

Learning Outcomes	Assessment Methods	Assessment Week	Weight
Intellectual Skills (1) Interpersonal Skills and Responsibility (1) Numerical Analysis, Communication, and Information Technology Skills (2)	1) End-of-chapter practical exercises / instructor-assigned work / observed behavior / presentation of assigned work 2) Participation in questions and class discussions 3) Integration of assigned work / participation in activities	Throughout the semester	30%
Midterm Examination	Midterm examination	Week 8	30%
Final Examination	Final examination	Week 17	30%
Total			100%

SECTION 6 TEACHING AND LEARNING RESOURCES

1. Main Texts and Documents

- Investment Management (Asst. Prof. Dr. Charawee Butrbumrung).

2. Important Documents and Information

- Basic Knowledge of Finance and Investment (The Stock Exchange of Thailand).
- Principles of Investment (Asst. Prof. Chalermkwan Krutboonyong).

3. Recommended Documents and Information

- Websites of financial institutions, such as the Stock Exchange of Thailand and securities companies.
- <https://www.ssrudlp.ssrui.ac.th>
- Google Classroom.

SECTION 7 COURSE EVALUATION AND IMPROVEMENT

1. Strategies for Evaluating Course Effectiveness by Students

- Group interviews between the instructor and students regarding satisfaction with learning.
- Teaching effectiveness evaluation completed by students.

2. Strategies for Evaluating Teaching

- Teaching effectiveness evaluation completed by students.
- Students' examination scores.
- Interviews with student representatives.

3. Teaching Improvement

- The program conducts knowledge-sharing on teaching and learning during meetings of course instructors and program faculty, including workshops on the preparation of TQF 3, TQF 5, and TQF 7 documents to improve teaching and learning management.
- The instructor participates in training in relevant disciplines for professional development, enhancement of related skills, and transfer of useful knowledge to students.

4. Verification of Student Achievement Standards in the Course

Student achievement in the course is verified as follows:

- The course instructor randomly samples students' assigned work to verify achievement standards according to the course's primary and secondary responsibilities, or randomly verifies students' examination scores.
- The Faculty Academic Committee reviews students' grade levels before submission to the University and announcement of examination results.

5. Review and Planning for Improvement of Course Effectiveness

- The course instructor / program instructors analyze results from instructor evaluations and students' examination scores and use the findings to improve teaching and learning in the following semester.
- Instructors may be changed or rotated so that students gain diverse knowledge and perspectives.
- The instructor undertakes additional training related to teaching management.

CURRICULUM MAPPING

Mapping of responsibility for learning outcome standards from the curriculum to the course, as presented in TQF 2.

Primary responsibility = ● Secondary responsibility = ○

Course	1. Ethics and Morality			2. Knowledge			3. Intellectual Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication, and IT Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
FIN4202 International Finance	○	●	○	○	●	○	●	○	○	●	○	○	○	●	○

Source consistency note: The Curriculum Mapping row above is translated exactly from the source document, which labels the row as FIN4202 International Finance, although the Course Specification itself is FIN3205 Investment Management.