

课程编号：1713602760

课程名称：股市从业创业与投资入门

学分/学时：2/32

先修课程：无

适用专业：全校各专业

课程性质：全校选修

教材：江河主编. 《中国股市操练大全》. 中国华侨出版社，2013

主要参考书：(1) 杰西·利弗摩尔 编. 《股票大作手回忆录》. 立信会计出版社，2016

(2) 杰西·利弗摩尔 编. 《股票大作手操盘术》. 立信会计出版社，2016

内容简介：

《股市从业创业与投资入门》是面向我校全体学生的一门创业类选修课程，旨在培养大学生的创新创业精神，提高大学生在证券投资领域的自主创业和从业技能，帮助他们在股市创业与从业的知识、能力和素质等方面打下基础。内容包括股市创业与从业基础知识、股市创业与从业主要途径、股市创业与从业必备技能、股市创业与从业相关附属技能等知识和技能。通过股市从业创业与投资方法的讲解、大学生股市创业与从业的教育，提高学生在中国股市相关行业就业方向的眼界、知识、技能等创业方面的能力。课程突出趣味性、真实性、科学性，知识性。开阔学生视野，激发学习兴趣。本课程通过现代化教学手段教学，加深记忆和理解，带来强烈的视觉震撼。

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Course Description

Course Code : 1713602760

Course Name: Introduction to Practitioners and Start-up in Stocks Market and Investment

Credit/Hours: 2/32

Textbooks : Lin He. China Stock Market Practice Guide. Chinese Overseas Press, 2013

Reference Books : Jesse Livermore. REMINISCENCES OF A STOCK OPERATOR. Lixin accounting Press, 2016

Jesse Livermore. How To Trade In Stocks. Lixin accounting Press, 2016

Course Description:

Introduction to Practitioners and Start-up in Stocks Market and Investment is an elective course for all the students of our university, aiming at cultivating university students' spirits of innovation and entrepreneurship, improving skills of creativity and self-employment in Chinese stocks markets, and laying the foundation for entrepreneurial knowledge, capacity and quality. The course covers concepts and basic conditions, routes of entrepreneurship and self-employment, necessary skills and expertise in the stocks markets, marketing modes and some forms of investment in stocks. Through explanation of entrepreneurial knowledge and investment methods and education of stocks markets, university students' entrepreneurial horizons, knowledge and skills in the aspect of stocks markets can be largely improved.