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Strategic Business Program
Department of Economics
UC Santa Barbara

Investment Strategies Econ 430.51

Tuesdays, 4:00-5:30 p.m.
January 15-March 12, 2019
Kerr Hall 2166

This course will teach you the fundamentals of investing, understanding securities markets, valuation of stocks, and aggregate stock market analysis. Students will learn how to establish valuation on a variety of companies and will understand the analysis that goes into investing in the stock market. You will learn a variety of investment strategies and valuation techniques as well as how to strategically research companies to add to a portfolio. The course will incorporate both concepts in economics and finance alike, utilizing research of a company's balance sheet, income statement and cash flows to understand how to value a company based on revenue and earnings growth, as well as assets and liabilities.

After this course you will have a strong understanding of security values and be able to perform financial analysis on a company and utilize the foundation you learn to make informed decisions about the financial markets to build your own investment strategy for the future.

There will be required presentations.

**Instructor: John E. McGovern,
Managing Director - Wealth Management UBS**

John graduated from the University of California Santa Barbara with a degree in Economics. He began his career with Security Pacific Bank, being promoted to Branch Manager in El Segundo California in 1984. John entered the brokerage business with E.F Hutton and transferred to UBS in 1990. His investment strategy lies in strong dividend yielding stocks which provide his clients with consistent income and total return. John has his Series 3,7,63, 65 and insurance licenses.

During the week, John splits his time between the UBS Beverly Hills and Santa Barbara offices. In addition to supporting his clients, John is an active member of the community, having served on the Board for Crane Country Day School and is currently aiding the development group at Laguna Blanca School. John currently lives in Carpinteria with his three children and enjoys working out, ocean sports and trail riding.



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