*Directions for seven-week stock market assignment*

*BE SURE TO SIGN UP ON HOWTHEMARKETWORKS.COM BY 10 AM ON MARCH 1.*

* *You do not need any previous experience to buy and sell stocks virtually. Promise!*
* *This assignment is designed as an experience to learn more about buying stocks.*
* *You may work in groups – there is no right or wrong way and this is a learning experience, but it requires full engagement*
* *Please see* [*www.buildequity.weebly.com*](http://www.buildequity.weebly.com) *for additional resources/videos/information about purchasing stocks.*
* *To earn full points (rubric is posted on* [*www.buildequity.weebly.com*](http://www.buildequity.weebly.com)*), spend a good number of hours reviewing and self-teaching.*
* *We will cover chapters 16/17 (finance and investment chapters) to coincide.*
* *Relax and have fun, but spend a good number of hours each week reading news about the companies in which you chose to “invest.”*

1. *Please sign up at* [*www.howthemarketworks.com*](http://www.howthemarketworks.com) *by   
   FOR CREDIT, IT IS IMPORTANT TO SIGN UP UNDER THIS CONTEST NAME: CCSFBUSINESS2019 (or see link below)*
2. *The link to register (ALSO ON THE* [*WWW.BUILDEQUITY.WEEBLY.COM*](http://WWW.BUILDEQUITY.WEEBLY.COM) *WEBSITE), for the contest can be found at:* <https://www.howthemarketworks.com/register/141550>
3. *Due date of write-up (printed and in-person delivery at the class start time (no assignment accepted via email and no exceptions):*
4. *Important: To participate, you must enroll in the contest and purchase six stocks no later than 10 AM on Friday, March 1st.* ***If you miss that date, 25 points will be deducted.***
5. You will begin with $100,000 *virtual* cash (note: you must spend the entire amount – there may be a few dollars here and there leftover – but don’t worry). As shown in class, use an Excel spreadsheet to calculate stock picks beforehand. If you’re not sure where to begin, you may take some online tutorials to get started in the stock market game. You will not be graded on your performance (it’s hard to gain in such a short period of time), but you will be graded on your 3,500 word write-up -- see the next page for the rubric of how you will be graded for the write-up. There are examples of student write-ups on the website (benchmarks).

***There will be no late assignments accepted.***  *This will be count toward 20% of your total grade. In order to earn credit, you must register under your last name, first name AND under the contest name of CCSFBUSINESS2019 so that I can record your grade. There will be no exceptions to this. Thanks for NEVER asking.*

Go to [www.howthemarketworks.com](http://www.howthemarketworks.com/) website to learn more about virtual (online) investing and the stock market. It will not cost you anything, and it is completely free. There are resources listed on my website, too.

CLICK ON “SIGN UP” which allows you to register (it’s free) using your first name and last name. Do not pay or give any credit card information. Do not register with a broker. Please be sure to remember your *username* and *password*. Thanks!

The website has a stock simulator which performs like a real online brokerage, but using virtual -- it is not real money. Read the “Getting Started” page for FAQs, click on “stock game.” This experience will not cost you anything!

1. Click on “Join a Contest”
2. Click on “Find a Contest” and “Classrooms and Private Groups” CONTEST NAME: CCSFBUSINESS2019
3. Important Dates:
   1. Register on www.howthemarketworks.com by 10 AM
   2. Don’t forget your username and password (they do have a help query, if needed).
   3. Spend the entire $100,000 and purchase six stocks – it won’t round up to exactly $100,000, so do not worry.

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Write-up Requirements   
*(and please feel free to add whatever else you’d like)*

Include a minimum of 3,500 words single-spaced report (yes, you will probably go well beyond the 3,500 word minimum) with the following questions.  *The word count for the questions do not count toward the required 3,500 word count.*

*IMPORTANT: Please use the format provided. Do not use your own format. Single space and make font smaller to fit on a page and to eliminate paper waste. See the examples online. Get some help formatting if you’re not sure (or take MABS 60).*

*DO NOT FORGET TO REVIEW THE SAMPLES POSTED ON THE WEBSITE. They are important if you’re shooting for full point. For full credit, do not rush through each answer. Spend many, many hours thinking each through. Expand, elaborate, develop, think through and answer each answer very very thoroughly and with many paragraphs – not just a few sentences.*

Please type out (copy and paste) each question and place before your answer. Points will be taken off if I don’t see each question written out. Please staple your assignment in the upper left hand corner.

1. (10 points) What did you learn from this assignment?
   1. How would you describe the experience?
   2. What type of emotions, if any, did you feel during the assignment?
2. (10 points) For each of the six stocks you chose to purchase, discuss in detail the basis of your decision i.e., why you decided to purchase each stock.
   1. Why you purchased stock A
   2. Why you purchased stock B
   3. Why you purchased stock C
   4. Why you purchased stock D
   5. Why you purchased stock E
   6. Why you purchased stock F
3. (10 points) What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment (3/4/2019) until the end of the assignment (approximately 4/19/2019)?
   1. What was your expectation?
   2. What would you do differently?
   3. What type of investor do you think you are?
   4. What type of investor do you aspire to be?
4. (35 points) Next, WEEKLY over the course of the seven weeks (from March 4 to April 19, you will research news articles about each of the six companies you chose. Google has a “news” option whereby recent news events of a search are listed.   
   1. For each of the seven weeks (using the table/outline below), discuss all news events which occurred. Please do not copy and paste news story titles. Summarize (in your own words) the important news events of the week.
5. (35 points) In your own words, please discuss the impact, if any, of each week’s news events on the price of each of your six stock picks. This part of the assignment is important. What are your thoughts?
   1. Did any of the news events have an impact on the price performance of each of your six stocks?
   2. Discuss (in detail) why or why not. *There is no right or wrong answer here – and what I am looking for is your own interpretation and thoughts.*

IMPORTANT: USE THIS TEMPLATE FOR THE WRITE-UP. FILL IT IN WITH SMALL FONT. IT WILL END UP BEING MANY PAGES. DO NOT USE YOUR OWN FORMAT. IT MAKES IT HARDER FOR ME TO READ. THANKS!

Week of 3/4: *(These are sample stocks) Please pick your own stocks.   
Question 4*

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| --- | --- |
| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 3/11:

*Question 4*

|  |  |
| --- | --- |
| Stock Price | In your own words, summarize the weekly news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 3/18:

*Question 4*

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| --- | --- |
| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 3/25:

*Question 4*

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| --- | --- |
| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 4/1:

*Question 4*

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| --- | --- |
| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 4/8:

*Question 4*

|  |  |
| --- | --- |
| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

Week of 4/15:

*Question 4*

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| Stock Price | In your own words, summarize the news events of the week |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

*Question 5*

|  |  |
| --- | --- |
| Stock Price | In your opinion, the impact, if any, of the weekly news event(s) on stock price |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |