*­­Directions for six-week stock market assignment BE SURE TO SIGN UP and purchase your stocks ON*

[*www.HOWTHEMARKETWORKS.com*](http://www.HOWTHEMARKETWORKS.com)***no later than 10 AM Monday, MARCH 2, 2020.***  *You do not need any previous experience to buy and sell stocks virtually. Promise! Please spend many hours online watching the videos on my site. They will help you navigate the howthemarketworks.com website.*

* *This assignment is designed as an experience to learn more about buying stocks and learning more about each company you’ve chosen.*
* *You may work in groups – there is no right or wrong way and this is a learning experience, but it requires full engagement and reading the weekly news about your chosen companies – so do consider choosing companies that are in the news.*
* *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)*). Again, spend a good number of hours reviewing and self-teaching.*
* *We will cover chapters 16/17 (finance and investment chapters) beforehand so that you have a brief overview of investments and financial management. Spend a good amount of time on* [*www.investopedia.com*](http://www.investopedia.com) *learning about how to purchase stocks.*
* *Relax and have fun, but do spend a good number of hours each week reading news about the companies in which you chose to “invest.” There is no right or wrong way. This is a learning experience, and the good news – there will be no financial losses. Note: DO NOT invest “real” money.*

1. *Please sign up at* [*www.howthemarketworks.com*](http://www.howthemarketworks.com) *by 10 AM on Monday, March 2, 2020.   
   FOR CREDIT, IT IS IMPORTANT TO SIGN UP UNDER THIS CONTEST NAME:* ***CCSFBUSINESS2020*** *(or see link below)****DO NOT forget your password. Unfortunately, I cannot help you with that if you do.***
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/171608>
3. ***The due date of the printed write-up (at the published start time of class and in-person) is indicated on your syllabus.***  *MWF classes due: Monday,* ***4/20;*** *TuTh and Tuesday evening class due* ***4/21.*** *Be sure to know that it is to be printed out (on paper), and handed in at the published start time of the class. Late assignments (yes, even one minute late) will be given half credit. Show up on time on that particular day.*
4. *Important: To participate, you must enroll in the contest and purchase six stocks no later than 10 AM on Monday, March 2nd.* ***25 points will be deducted if you don’t sign up by the indicated date. The write-up doesn’t begin until the week of 3/9/2020 (week 1).***
5. You will begin with $100,000 *virtual* cash (note: to qualify for full credit, please **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 (no ETFs or mutual funds) beforehand. If you’re not sure where to begin, you may take some online [tutorials](https://www.investopedia.com/articles/basics/11/how-to-pick-a-stock.asp) to get started in the stock market game. You will not be graded on your gain/loss 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. Please use the template provided for the write-up. DO NOT make up your own. Thanks. [Some YouTube Tutorials for picking stocks](https://www.youtube.com/results?search_query=picking+stocks+for+beginners). Pick stocks of companies that are in the news – or companies/brands that interest you.

***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* ***CCSFSPRING2020*** *so that I can record your grade. In order to earn credit, you must be registered under this contest name. Start early so that you can be sure you’re registered in the right place. I don’t recommend waiting until the last minute. Just saying.*

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 it is virtual -- it is not real money. Read the “Getting Started” page for FAQs, click on “stock game.” This experience will not cost you anything! Work in groups or ask experienced investors (friends, family) for help. Have fun and do not stress.

1. Click on “Join a Contest”
2. Click on “Find a Contest” and “Classrooms and Private Groups” CONTEST NAME**: CCSFSPRING2020**
3. Important Dates:
   1. Register on www.howthemarketworks.com by 3/2 no later than 10 AM <https://www.howthemarketworks.com/register/171608>

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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 thoroughly and with many paragraphs – not just a few sentences.*

For full credit, 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 prior to your answer. Please staple your assignment in the upper left hand corner. More information will follow about how you will get this write-up to me. Check your email often. Thanks!

1. (10 points)
   1. What did you learn from this assignment?
   2. How would you describe the experience?
   3. 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. Elaborate in lots of detail. Carefully research each company and formulate a well-planned and thought out answer. The more you know about a company, the more you can also decide why the purchase made sense (or not)….
   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)
   1. What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment for each of the six weeks of the assignment? Simply record the gain and/or loss for each of your six stocks from 3/9 until 4/17.
   2. What was your expectation? On an ongoing basis, spend a lot of time thinking about this one.
   3. What would you do differently?
   4. What type of investor do you think you are? (Research different types of investors and see which one might match the type that you are).
   5. What type of investor do you aspire to be? Again, do research about different types of investment strategies and types of investors (active, passive, bargain hunter, retirement, etc). There is no right or wrong answer.
4. (35 points) Next, WEEKLY over the course of the six weeks (from March 9 to April 17), you will research news articles about each of the six companies you chose. Google has a “news” option whereby recent news events of a company search are listed. See www.buildequity.weebly.com for business news sites.   
   1. For each of the six 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. I realize some weeks will have less news than other weeks. Don’t worry, but do try to choose a company that is “in the news!.” Do not stress. It’s not perfect. Nothing is.
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 8 to 10 point FONT. IT WILL END UP BEING MANY PAGES. **Please don’t use your own format. This format just makes it easier for me to read over 100 of these**.

**Week 1 -- 3/9/2020 – 3/13/2020:** *(These are sample stocks) Fill this in with your own stocks.  
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 news event(s) on stock price* |
| Pepsi |  |
| IBM |  |
| Coca Cola |  |
| Nike |  |
| Tesla |  |
| Pfizer |  |

**Week 2 -- 3/16/2020 – 3/20/2020:**

*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 3 -- 3/23/2020 – 3/27/2020:**

*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 4 -- 3/30/2020 – 4/3/2020:**

*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 5 -- 4/6/2020 – 4/10/2020: (You may want to begin the write-up questions this week).**

*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 6 -- 4/13/2020 – 4/17/2020:**

*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 |  |