

BUFFETTOLOGY 101: MGMT 691Z

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OFFICE HOURS:	By Appointment

COURSE MATERIALS

- Professional Appearance
- Textbooks: The Little Book that Beats the Market, by Joel Greenblatt
Buffettology by Mary Buffett
The Either/Or Investor by Clark Winter
The Black Swan by Nassim Taleb
Security Analysis by Benjamin Graham
- The Internet and all available public information

COURSE WEBSITE

- http://en.wikipedia.org/wiki/List_of_cognitive_biases

PREREQUISITES

The course will build on everything that you think you know and even more on your awareness to the scope to which you actually don't know. The only prerequisite is the willingness to take monetary action when you see huge upside opportunity with low downside risk. I, Glen Bradford, will be designing this class in such a way that students after me will be able to follow in my steps.

COURSE OBJECTIVES

This course is designed to enable those who are interested to make uncertainty work on their behalf. When it comes to making this happen, you must not only figure out what to do, but you must also get others involved. Thus, you will be giving formal and informal presentations to upper-level managers, co-workers, and (or) clients, as well as various other talks at company and community functions. Our main objective is to equip someone with the skills to value a company. The first goal of which is to only invest in opportunities that are unlikely to lose money. Specifically, this course will focus on the following:

- Company Valuation
- Situational Awareness
- Cognitive Biases
- Prospect Theory
- Black Swan Logic
- Epistemology
- Systems Thinking
- Metaknowledge
- Theory of Constraints
- Satisficing

COURSE FORMAT

The class will meet once a week for 16 weeks. There will be meetings that you schedule at your convenience to meet investors or lecture on companies or class topics. It is expected that you give at least one presentation during the semester showcasing a real life opportunity that you feel will not lose money. You must own the companies you are talking about directly (aka not through a mutual fund) or you must convince someone in the class to purchase them. You are allowed to utilize other classes and all available resources to accomplish the objectives in this class.

COURSE CONTENT

All presentations will be recorded and published to YouTube and other publically available news outlets.

Quizzes will take the first 10 minutes of class and will be over 5 cognitive biases from the course website and will require a written brief description of the bias. Also, a paragraph summarizing what you read this week will be submitted at the beginning of class.

COURSE OUTLINE

Week 1 – The Little Book that Beats the Market

Week 2 – Buffettology

Week 3 - Buffettology

Week 4 - Buffettology

Week 5 – The Either/Or Investor

Week 6 - The Either/Or Investor

Week 7 - The Either/Or Investor

Week 8 – The Black Swan

Week 9 – The Black Swan

Week 10 – The Black Swan

Week 11 – Security Analysis

Week 12 – Security Analysis

Week 13 – Security Analysis

Week 14 – Security Analysis

Week 15 – Security Analysis

Week 16 – Security Analysis

GRADING

To successfully complete this course, you will be expected to:

- Only talk about companies you own
- Demonstrate Uncommon Sense in all of your Presentations
- Be an active listener

Percentage Values:

Company Valuation Tactics	30
Investment Tactics	20
Presentation	20
Reading Quizzes	15
Attendance	15
Bonus	0*

*Grades for these activities are based on preparation and adherence to the requirements discussed in class. They are subjective to the teacher's analysis to the quality of the submission. That said, positive stock performance earns bonus points at the discretion of the teacher. Failing to attend a scheduled presentation results in a 0 for the course.