

CETIS - PhD TRANSVERSAL TRAINING ACTIVITY

Basic information of the PhD Training Activity	
Title	Event Studies
Professor	Monica Martinez-Blasco
Character	Transversal
Type of activity	Compulsory
Hours of class time	10
PhD student level	1 st year students <input checked="" type="checkbox"/> 2 nd year students <input type="checkbox"/> 3 rd year students <input type="checkbox"/>
Teaching	Face-to-face <input checked="" type="checkbox"/> Face-to-face and online <input type="checkbox"/>
Semester	2
Goals	<p>-Assess how a specific corporate event changes a company's prospects by measuring its effect on the company's stock price. We concentrate on stock returns, but we also analyze trading volumes and volatilities. Interpret the market reaction accurately.</p> <p>-Develop expertise in event study methodology and their application in financial research. Acquire a deep understanding of the principles, techniques, and applications of event studies in finance.</p> <p>-Develop proficiency in advanced statistical and econometric methods necessary for conducting rigorous event study research.</p>
Contents	<p>-Definition and scope of event studies.</p> <p>-Applications in finance, economics, and other disciplines.</p> <p>-Efficient Market Hypothesis, information asymmetry and market reaction.</p> <p>-Models of abnormal returns (volatilities) and volume.</p> <p>-Steps in the event study methodology.</p> <p>-Cross-sectional analysis. Statistical testing.</p> <p>-Software and tools for event studies.</p> <p>-Critical analysis and interpretation.</p> <p>-Presentation and reporting.</p>

Learning outcomes	<p>At the end of the course, the student will be able to:</p> <ul style="list-style-type: none">-Understand the data requirements for applying event study methodology and effectively prepare it for computational analysis.-Retrieve data from Thomson Reuters Eikon Database.-Conduct parametric and non-parametric tests using Excel.-Upload the processed data to an R Shiny app to derive empirical results.-Analyze the empirical results with a critical perspective.-Compile a comprehensive and professional report.
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Language	English
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Assessment
<ul style="list-style-type: none">-Weakly exercises-Final project: Complete event study analysis and professional report

Mobility requisites
NA