



Accounting



Bull vs. Bear

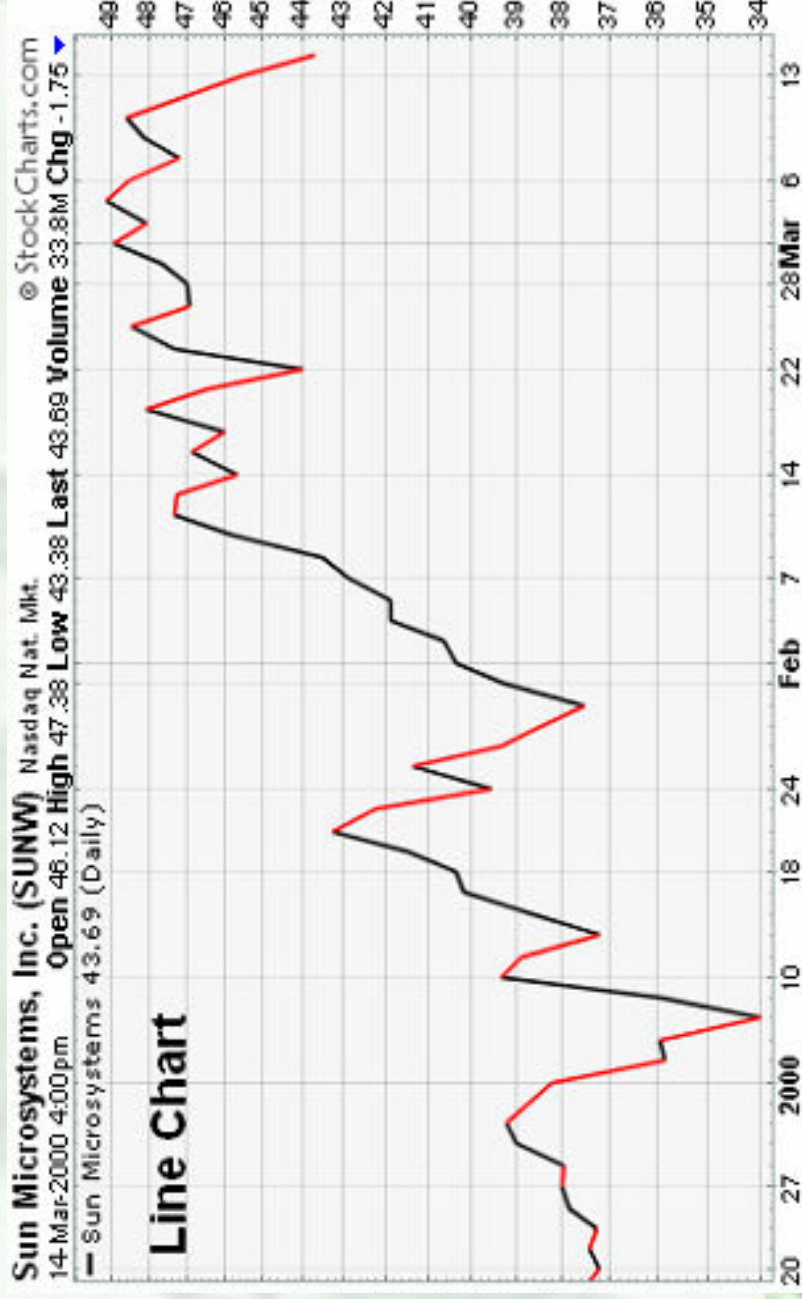
- **Bull Market:** When businesses, on the whole, are doing well.
- **Bear Market:** When businesses aren't doing so well.

Businesses

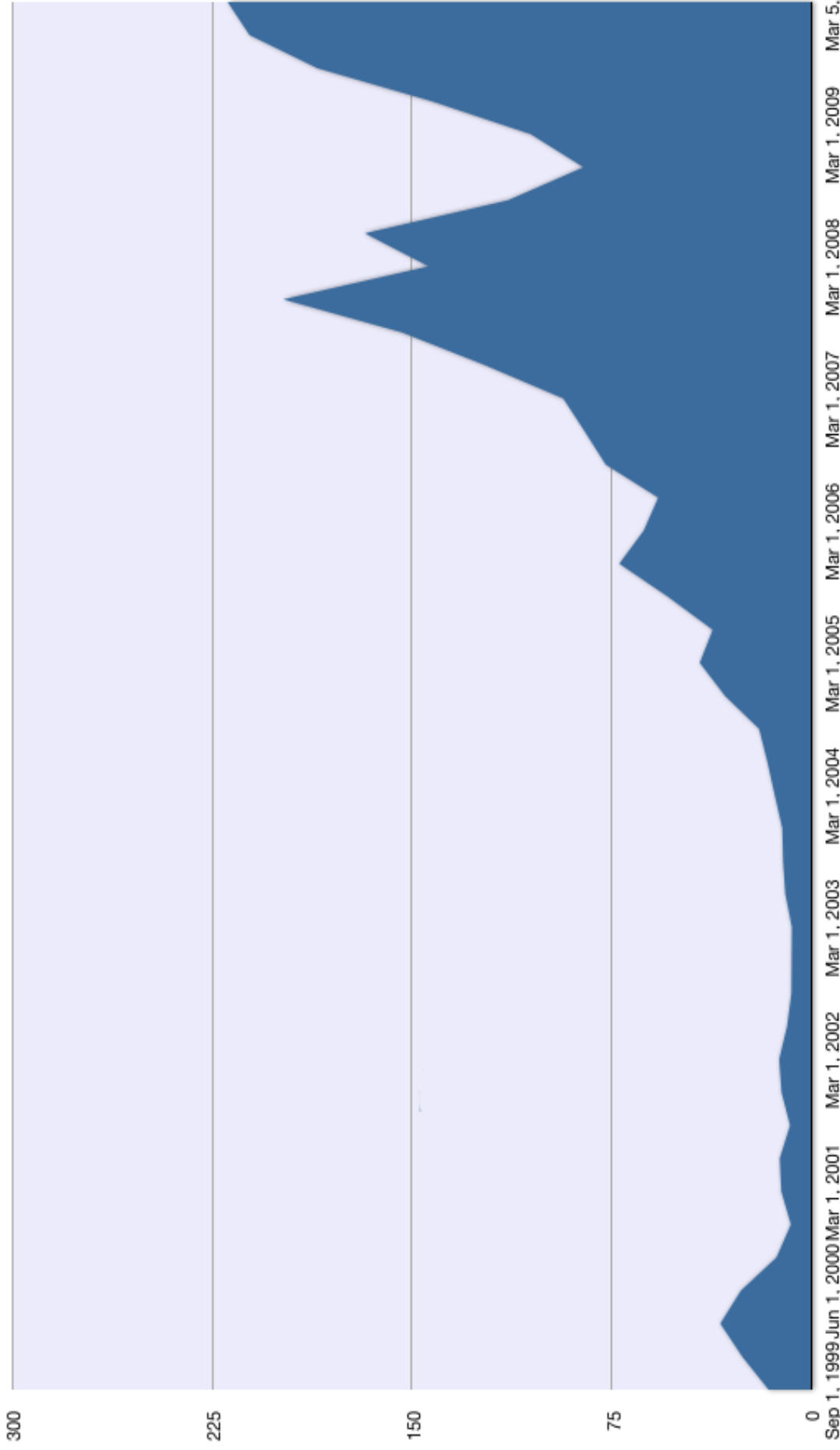
- Sole Proprietorship
1 owner
- Partnership
2 owners or more (not incorporated)
- Corporation
 - split into **'shares'** (also **'stocks'** or **'securities'**)
 - General Electric? - 10.56 Billion shares.

Securities

- 'Stocks' or 'Shares' of a company.
- They fluctuate in value.

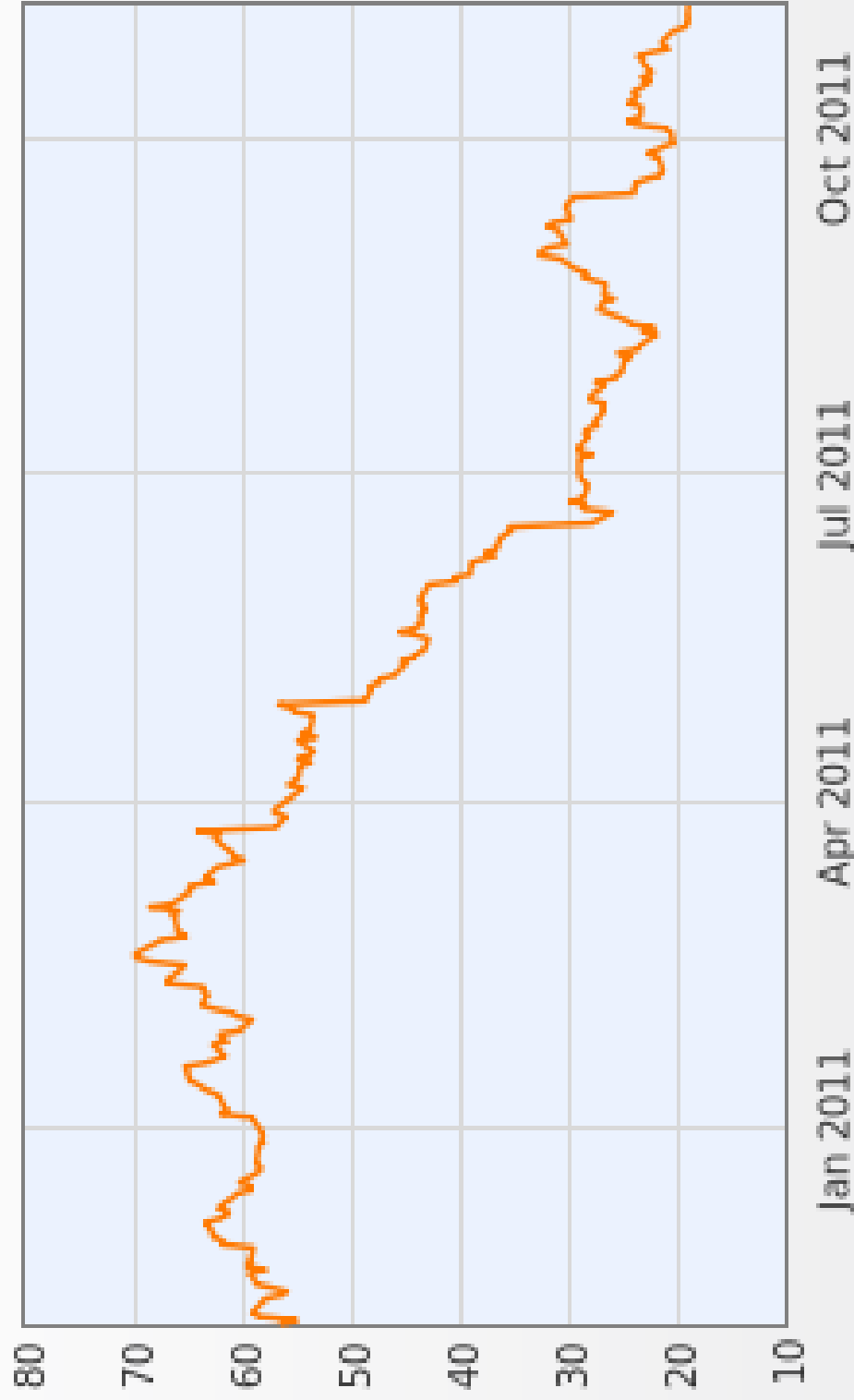


Apple Stock Price: September 1, 1999 - March 5, 2010



Sep 1, 1999 Jun 1, 2000 Mar 1, 2001 Mar 1, 2002 Mar 1, 2003 Mar 1, 2004 Mar 1, 2005 Mar 1, 2006 Mar 1, 2007 Mar 1, 2008 Mar 1, 2009 Mar 5, 2010

Research In Motion Price: 18.86



Created at Nov 07 2011, 5:45PM EST

Powered by **YCHARTS**

Stocks

- Stock prices are determined by what a business is worth + how well it does.



Stocks

- Stock prices are determined by what a **business is worth** + how well it does.



Balance
Sheet



Stocks

- Stock prices are determined by what a business is worth + **how well it does.**



Income
Statement

In reality....

- Stock prices are based on what a company is worth + how it does + how it is expected to do..

The image shows the front page of The Wall Street Journal, dated Wednesday, April 3, 2008. The masthead reads 'THE WALL STREET JOURNAL.' and includes the date, volume, and issue information. The page features several headlines and articles:

- Burger King CEO: Turnaround Recipe** (ROSS TALK III)
- Talbots Suits Up To Fight 'Dowdy'** (MARKETPLACE III)
- A Real-Estate Bet Is Clouding a Star** (THE PROPERTY REPORT C)
- What's News—**
 - Business & Finance**
 - The Dow Industrials surged to a 2007 peak, up 3.2% to 11,947.75, as investors bet on a recovery in the U.S. economy.
 - Microsoft's stock price rose 1.5% to \$31.50, after the company reported a 10% increase in quarterly earnings.
 - IBM's stock price rose 1.2% to \$117.50, after the company reported a 10% increase in quarterly earnings.
 - Oracle's stock price rose 1.1% to \$37.50, after the company reported a 10% increase in quarterly earnings.
 - World-Wide**
 - The Senate agreed to negotiate on a housing bill, which would provide \$10 billion in aid to states and localities.
 - The House passed a bill to provide \$10 billion in aid to states and localities.
 - The House passed a bill to provide \$10 billion in aid to states and localities.
- Stocks Surge as 2 Major Banks Advance Turnaround Plans** (UBS, Lehman Act To Bolster Capital; More Pain to Come?) (By CAROL MCKENNA)
- Cleaning the Slate** (Financial shares rose yesterday as investors bet on a recovery in the U.S. economy.)
- Toyota Feels Pinch Along With Big 3 As Sales Dive** (By STEPHEN STAMMATT, AND JAMES VALERIO)
- Market Snapshot** (Largest gains, in billions: U.S. 200, Mexico 20.5, Europe 11.4, Asia 17.2, Rest of America 17.7, Europe 17.6, Rest of Europe 16.0, U.S. 15.4, Asia 14.8, Latin America 14.8)



The 'Stock Market'



The Stock Markets (Stock Exchanges)

NYSE (New York Stock Exchange)
(Wall Street)

TSX (Toronto Stock Exchange)
(Bay Street)

You can sell at one market or many....

WORLD STOCK EXCHANGES

Billions have been lost in the stock market since the recession started. Where is all that money being traded?

Large Buildings Represent
Approximately \$2 Trillion



This infographic depicts 16 of the world's largest stock exchanges. There are approximately 100 major exchanges in the world in total. The data in this graphic is current as of May 2009. Sources include world-exchanges.org and sec.gov.

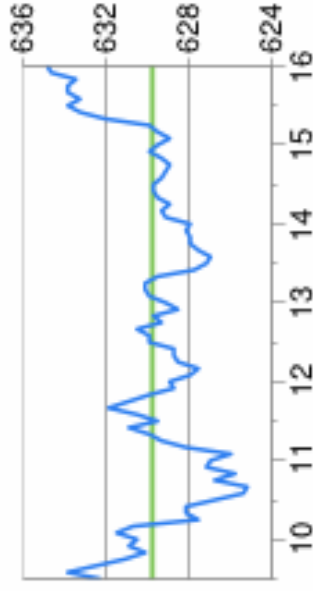
Can I buy some?

- If you have money, you can buy shares of these companies.
- If you sell them once the price rises... you keep the profit...

Stock Symbols

- Stock exchanges usually list stocks using two, three, or four digit symbols.

AAPL - Apple Inc. (NASDAQ)



634.76 +5.05 (0.80%)

15 Oct 3:59pm ET - Disclaimer

637.50 +2.74 (0.43%) Pre-Market

Open: 632.35 **Volume:** 53,851

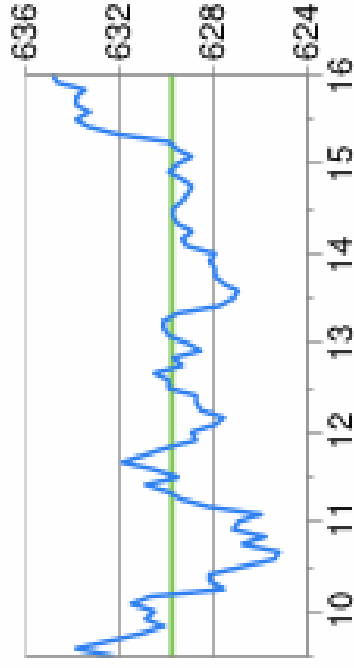
High: 635.13 **Avg Vol:** 17,965,000

Low: 623.85 **Mkt Cap:** 595.03B

— [Google Finance](#) - [Yahoo Finance](#) - [MSN Money](#) - [DailyFinance](#) - [CNN Money](#) - [Reuters](#)

Googling 'Apple Stock'

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Google Finance - Yahoo Finance - MSN Money - DailyFinance - CNN Money - Reuters

What's all this information?

More Information...

More results

Add to portfolio

Apple Inc. (NASDAQ:AAPL)

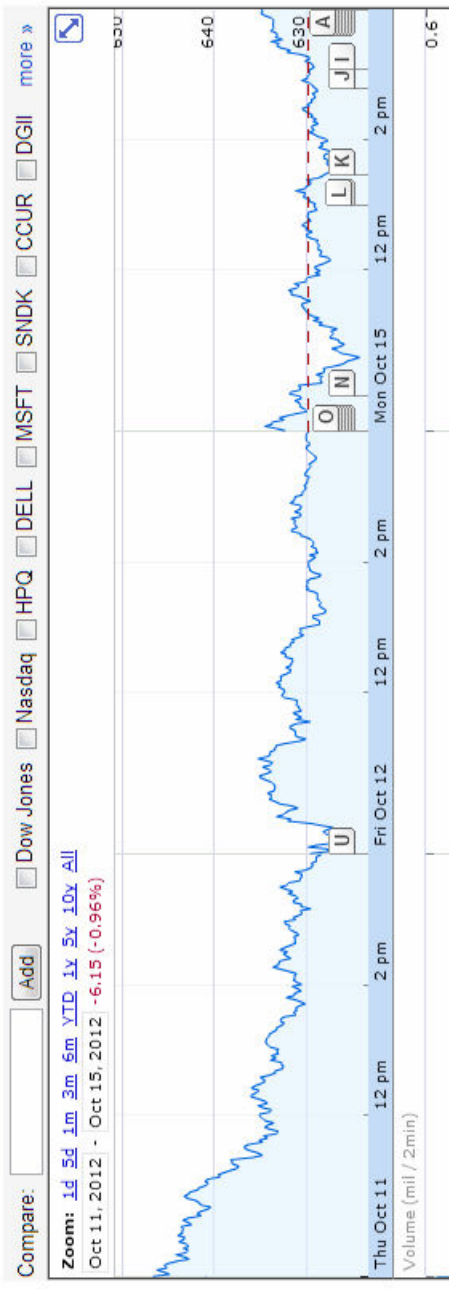
Dow Jones	13,424.23	0.72%
Nasdaq	3,064.18	0.66%
Technology		-0.80%
AAPL	634.76	0.80%

Range	623.85 - 635.13	Div/yield	2.65/1.67
52 week	363.32 - 705.07	EPS	42.54
Open	632.35	Shares	937.41M
Vol / Avg	59,985.00/17.97M	Beta	1.22
Mkt cap	595.03B	Inst. own	68%
P/E	14.92		

634.76 +5.05 (0.80%)

Pre-market: 636.95 +2.19 (0.35%)
 Oct 16, 8:24AM EDT
 NASDAQ real-time data - Disclaimer
 Currency in USD

- A** Apple Inc. (NASDAQ:AAPL) Extends iMac Hard Drive Replacement Program ... Statesman Sentinel - 51 minutes ago
- B** Apple Inc. (NASDAQ:AAPL) appeals against Tokyo Court Ruling in Patents ... The Markets Are Open - 1 hour ago
- C** Amazon, Apple To Give Credits For E-Books ValueWalk - 1 hour ago
- D** Apple Inc. (NASDAQ:AAPL) starts to sever ties with Samsung The Markets Are Open - 4 hours ago
- E** Apple Inc. (NASDAQ:AAPL) will soon open their Third Outlet in Beijing The Markets Are Open - 5 hours ago



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All news for Apple Inc. »

Exercise...

- Choose ten companies that interest you...
- Create a chart, similar to the one below...

	Company	Symbol	Market	Price	Recent News
1	Apple Inc.	AAPL	NASDAQ	634.76	Apple is involved in patent disputes with Samsung.
2					
3					
4					
5					
6					
7					
8					
9					
10					