



<b>Bachelor of Business Administration (B.B.A.)</b>					
<b>Semester</b>	VI	<b>Course Title</b>	Security Analysis and Portfolio Management – II (Finance Group)	<b>Course Code</b>	
<b>Type of Course</b>	Major (Finance)	<b>Credit</b>	04	<b>Theory</b>	04 Hours
<b>Practical</b>	NIL	<b>Teaching Hours</b>	60	<b>Internal Marks</b>	50
<b>External Marks</b>	50	<b>Total Marks</b>	100	<b>External Exam Time</b>	2 Hours

#### **COURSE OUTCOMES:**

- Develop expertise in Portfolio management strategies for decision-making.
- Gain practical knowledge of risk and return analysis.
- Understand and apply Investment strategies.

**Pedagogy: Case Studies, Discussions, Hands-On Exercises, Expert Lectures**

#### **COURSE CONTENT**

<b>Unit-1</b>	<b>Introduction to Investment</b>	Hours: 12
	<ul style="list-style-type: none"> <li>• Definition of Investment, Nature and scope of investment, Features of Investment, Investment Alternatives, Process of investment, Risk and return in investment, types of return of investment, sources of risks for investment</li> </ul>	
<b>Unit - 2</b>	<b>Fundamental Analysis</b>	Hours: 12
	<ul style="list-style-type: none"> <li>• A) Economy Analysis- Introduction, Meaning, Framework of Economic Analysis,</li> <li>• B) Industry Analysis- Concept of Analysis, Industry Life Cycle, Industry Characteristics</li> <li>• C) Company Analysis- Financial Statements, Analysis of Financial Statements and Assessment of risk (Leverages)</li> </ul>	
<b>Unit - 3</b>	<b>Technical Analysis</b>	Hours: 12
	<ul style="list-style-type: none"> <li>• Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Candlestick Chart, Chart Patterns, Fundamental Analysis V/s Technical Analysis</li> </ul>	
<b>Unit - 4</b>	<b>Efficient Market Theory</b>	Hours: 12
	<ul style="list-style-type: none"> <li>• A) The Efficient Market Hypothesis</li> <li>• B) Forms of Market Efficiency</li> <li>• C) Competitive Market Hypothesis</li> </ul>	
<b>Unit - 5</b>	<b>Capital Asset Pricing Model</b>	Hours: 12
	<ul style="list-style-type: none"> <li>• A) CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Capital Market Line, Security Market Line and Pricing of Securities with CAPM. B) Arbitrage Pricing Theory ( APT) – The Return Generating Model, Factors Affecting Stock Return, APT V/s CAPM.</li> </ul>	

**Skill Development Activities: case studies, expert lectures, seminars**

#### **REFERENCES**

- Investment analysis and Portfolio management – **by Reilly/Brown, cengage Learning**
- Investment Analysis and Portfolio Management – **by Prasanna Chandra, Tata McGraw Hill**
- Security analysis and portfolio management – **by Sudhindra Bhatt**
- Security analysis and portfolio management – **by R. Singh Excel book**