

BBA III/IV Year	BBA-E113		Semester-V/VI/VII/VIII		
	Investment Analysis and Portfolio Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To develop a basic understanding of the investments field and investment environment	PO.1, PO.2, PO.3,PO.7
CO.2	To analyze, value and forecast the securities performance using various models	PO.1,PO.2, PO.3,PO.4,PO.5, PO.7
CO.3	To apply cost-effectiveness analysis in situations where project benefits are not measurable.	PO.1,PO.2, PO.3,PO.4,PO.5, PO.7
CO.4	To apply knowledge gained to perform analysis of various securities	PO.1,PO.2,PO.3,PO.4, PO.5,PO.6, PO.7, PO.8
CO.5	To construct optimal portfolios and evaluate them using investment models and theories.	PO.1,PO.2,PO.3,PO.4, PO.5,PO.6, PO.7, PO.8

- Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis. **(10 Hours)**
- Risk and Return Analysis, Fundamental analysis: EIC (Economy Analysis , Industry Analysis and Company Analysis ) Framework, stages of business life cycle, Porter’s five forces model, SWOT analysis, Economic Moat in evaluating stocks. Technical Analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, Trend line. **(10 Hours)**
- EMH (Efficient Market Hypothesis) and its implications for investment decision, CAPM (Capital Asset Pricing Model) , Valuation of Equity Discounted Cash-flow techniques, Relative Valuation of Stocks , Economic value added (EVA). Valuation of Debentures/Bonds : nature of bonds, valuation, Bond theorem, Term structure of interest rates. **(10 Hours)**
- Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry**(10 Hours)**

#### SUGGESTED READINGS:

1. Peek, E (2022). *Business Analysis and Valuation : IFRS* : Cengage Learning EMEA.
2. Chandra, P. (2021) , *Investment Analysis and Portfolio Management*: Mc Graw Hill.
3. Jordan (2020), *Fundamentals of Investments: Valuation And Management*: Mc Graw Hill.
4. Chandra.P ( 2020), *Corporate Valuation*: Mc Graw Hill.



5. Frank K. Reilly, Keith C. Brown, Sanford J. Leeds (2019), *Investment Analysis & Portfolio Management* : Cengage Learning Asia Pte Ltd.
6. Fischer (2016), *Security Analysis and Portfolio Management*: Pearson. Peek, E (2022). *Business Analysis and Valuation : IFRS* : Cengage Learning EMEA.
7. Damodaran, A. (2012). *Damodaran on Valuation, Security Analysis for investment and Corporate Finance*: Wiley.

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

