

K L UNIVERSITY
DEPARTMENT OF COMMERCE
B.Com (Honours) (Accounting & Finance)
VII - SEMESTER

Security Analysis and Portfolio Management

Unit-I Investment: (Hours : 8)

Nature of Investment Objectives-Process of Investment- Investment Environment- Securities Trading- Recent Developments in the Indian Stock Market. Concept of Risk and Return- Risk Return Trade-off-Components of Investment Risk – Measurement of Risk and Return – Calculation of Expected Return and Risk.

Unit-II Security Analysis: (Hours : 11)

Fundamental analysis- Economy analysis- Industry analysis- Company analysis. Security Analysis: Technical Analysis: Tools and Methods of Technical Analysis- Dow Theory-Illiot Wave theory- Moving Averages- Breadth of Market Momentum- Technical Indicators.

Unit-III: Introduction to Portfolio Management: (Hours : 6)

Portfolio Analysis- Risk and Investor Preferences- Measurement of Portfolio Risk and Return- Diversification of Risk.

Unit-IV: Portfolio Selection: Traditional Portfolio Selection(Hours : 12)

Markowitz Portfolio Model- Sharpe Single Index Model- Portfolio of Two and Three Securities. Portfolio Performance Evaluation: Methods of Performance Evaluation- Sharpe's, Treynor's and Jensen's Measure for Portfolios Performance- FAMA's Decomposition.

Unit-V: Portfolio Revision: (Hours : 8)

Portfolio Revision Strategies- Formula Plans- Corporate Portfolio Management in India.

Text Book:

1. Prasanna Chandra: Investment Analysis and Portfolio Management, Tata Mc Graw Hill Publishing House, 2009, 3rd Edition, New Delhi., NewDelhi.
2. Kevin, Security analysis and Portfolio Management, PHI, 2010, 2nd Edition, New Delhi.,

Reference Books:

- 1.Bhalla. V.K. Investment Management: Security Analysis and Portfolio Management, Sultan Chand, 2010, 7th Edition, New Delhi.
- 2.Ranganathan, M. & Madhumathi, R., Investment Analysis and Portfolio Management, Pearson Education, 2007, 2 Edition, New Delhi.
- 3.Fischer, Donald E. and Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, 2009, 1st Edition, New Delhi.

