

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI04	Total Credit: 3
Title Of Paper: Investment Analysis & Portfolio Management - II	

Unit	Description in Detail	Weightage (%)
I	Fundamental Analysis - Company Analysis - II Valuation of Securities Concepts of Value, Basic Valuation Model, Bond Valuation, Basic Bond Valuation Model, Bond Value Theorems, Yield to Maturity, Bond values with Semi-annual Interest, Present Value of Preference Shares, Valuation of Equity-Dividend Capitalization approach, Single Period Valuation, Multiperiod valuation, Valuation with Normal as well as Supernormal growth, Earnings capitalization approach, Linkages between share price, earnings and dividends	25%
II	Fundamental Analysis - Technical Analysis: Concept, Distinction between Fundamental and Technical Analysis, Basic premises of Technical Analysis, Charting : The basic tool of Technical Analysis, Dow theory, Elliott Wave theory, Price and Volume Charts - Bar charts, Line charts/Line and volume charts, Candlestick chart, Point and figure chart, Pattern Analysis – Trend, Head and Shoulders, Double Tops and Bottoms, Triangles, Support and Resistance Levels, Principles of Analysis of Price Pattern, Limitations of Technical Analysis	25%
III	Risk and Return – Concepts and Analysis Components of Return, Risk Elements, Systematic and Unsystematic Risks, Precise Measures of risk, Risk and Returns, Capital Assets Pricing Model, Security Market Line.	25%
IV	Portfolio Selection & Management Efficient market theory, Random Walk theory, Portfolio Risk/Return, Traditional portfolio selection, Growth investing, Value investing, performance index, Portfolio Revision	25%

Basic Text & Reference Books:-

- Pandian Punithavathy, Security Analysis and Portfolio Management, 2nd ed., Vikas Publishing House
- Bhalla, V.K. Investment Management: Security Analysis and Portfolio Management, S Chand, New Delhi
- Chandra Prasanna, Security Analysis and Portfolio Management, Tata McGraw Hill
- Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education
- Avadhani V A, Securities Analysis and Portfolio Management, Himalaya Publishing House
- Rustagi R P, Investment Analysis and Portfolio Management, Sultan Chand & Sons



