

# 5304 NEW

## M. Com (Accountancy & Statistics):

### Final

#### 5.4 Security Analysis and Portfolio Management

##### Unit – I

Investment – Introduction, Objective, Investment & Speculation, Investment & Gambling, Constraints, Investment Process, forms of Investment, Investment Opportunities Risk in Investment-- Systematic Risk, Unsystematic Risk, Return in Investment.

##### Unit – II

Equity Research- Introduction, Economic Analysis, Industry Analysis, Factor Affecting Industrial Performance, Industrial Life Cycle, Company Analysis, Financial Health

##### Unit – III

Technical Analysis: Introduction, Principles, Advantages, Criticism, Technical Price Forecasting Various Indicators, Dow Theory, Chart Patterns, Difference between Fundamental and Technical Analysis

##### Unit – IV

Efficient Market Theory:, Introduction, Concepts, Random Walk Theory , The Efficient Market Hypothesis, Testing of different forms of market efficiency and their significance.

##### Unit – V

Portfolio Analysis: Introduction, Fundamental Principles, Portfolio Management: Traditional and modern approaches, Markowitz Model, Sharp portfolio Optimisation and CAPM model

#### Suggested Readings

1. Avadhani, V.A. :Investment Management, Himalaya Publishing House
2. Fabozzi, Frank J.: The Institutional Investor Focus on Investment Management, Ballinger publishing Co.
3. Fischer, Donald E and Jordan, Ronald T.: Security analysis and Portfolio Management, Prentice Hall of India Ltd. (VIth Edition).
4. Francis, Jack Clark :Investment Analysis and Management, McGraw Hill Book Co.
5. Khatri Dhanesh :Security analysis and Portfolio Management, Macmillan Publisher
6. Sasidharan, K and Mathew Alex-- Security analysis and Portfolio Management, Tata , McGraw Hill