

# Syllabus

## BCM 401: Security Analysis and Portfolio Management

**Objective:** *The paper aims at providing the students a comprehensive knowledge about security analysis and portfolio management and equipping for taking profitable investment decisions.*

### UNIT - I

Investment - Meaning, Nature, Objectives and Process. Investment Avenues/Alternatives. Investment Philosophy, Value Investing and Growth Investing, Investment Strategy, Individual and Institutional Investors.

Security Analysis - Meaning, Risk and Return, Types and Measurement of Risk, Risk and Return Trade Off.

Investment Analysis : Fundamental Analysis - Economic, Industry and Company Analysis, Technical Analysis. Fundamental v/s Technical Analysis.

### UNIT - II

Portfolio Management - Concept, Portfolio Management Schemes, Portfolio Theories, Capital Market Line, Markowitz Model, Sharpe Model, Jensen and Treynor Model, Capital Asset Pricing Model, Arbitrage Pricing Theory, Efficient Market Theory, Security Market Line, Portfolio Performance Evaluation and Revision.

Global Investing - Benefits and Options for Global Investment.