

Syllabus

Panjab University

BBA 308 : Investment Management

Objectives : To advance the understanding of fundamental concepts of security analyses, and ?? knowledge of portfolio management and evaluation

Unit-I

Investment : Meaning, Nature, Objectives and Process, Investment Avenues, Investment vs, Gambling, Investment vs. Speculation.

Security Analysis : Meaning of Security Analysis.

Fundamental Analysis : Economic Analysis: Industry Analysis and Company Analysis.

Technical Analysis : Theoretical Framework; Charts-Candlestick Chart Line Chart And Open High and Low Close Chart : Overlays-Support. Resistance and Trend Line, Market Indicators- Advance Decline Index, Absolute Breadth Index and Traders Index, Price Indicators- Relative Strength Index, Average Directional Index and Momentum and Volume Indicators-On Balance.

Efficient Market Hypothesis : Concept, Forms and Random Walk Theory.

Unit-II

Portfolio Management : Concept and Markowitz Model

Portfolio Selection : Overview of Capital Market Line, Security Market Line, Capital Assets Pricing Model and Arbitrage Pricing Theory.

Portfolio Performance Evaluation : Sharpe, Treynor and Jensen Models

Value vs, Growth Investing.