



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION

VALUE ADDED COURSE – SYLLABUS

17VBAIP – INVESTMENT PLANNING

OBJECTIVES

- ❖ To inculcate the knowledge in the field of investment.
- ❖ To help candidates in acquiring requisite skills and competence to face the real world.
- ❖ To develop the basic skills in the area of finance.

PAPER-I

RISK AND RISK MANAGEMENT

Hours: 20 Hrs

UNIT I	Introduction	3 Hours
Introduction –Meaning-Scope and Importance Of Investment		
UNIT II	Investment Risk	4 Hours
Investment Risk-Measuring Risk-Managing Risk-Measuring Portfolio Risk		
UNIT III	Risk Analysis	6 Hours
Risk Analysis-Basic Category of Risk-Types of Pure Risk-Property Risk-Liability Risk-Risk Analysis and Management		
UNIT IV	Money Market	4 Hours
Money Market Instruments-Commercial Bills-Treasury Bills-Short Term Loan Markets		
UNIT V	Recent Developments	3 Hours
Recent Development in Investment. Investment Opportunities in Indian Companies vs Foreign Companies. Foreign Direct Investments.		
Total Hours		20 Hours



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PAPER-II

INVESTMENT PLANNING PROCESS

Hours: 20 Hrs

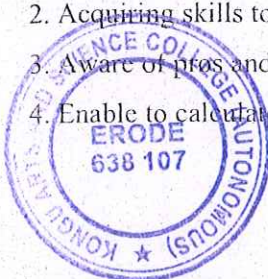
UNIT I	Investment Planning Process	4 Hours
Investment Planning Process-Data Analysis, Strategy Implementation And Follow Up		
UNIT II	Investment Advice	4 Hours
Investment Planning Advice-Investment Tips-Money Advice, Financial Planning, Retirement, Property Investment Advice		
UNIT III	Investment Planning Proposal	4 Hours
Investment Planning Proposal-Proposal By Financial Advisors-Brokers-Insurance Companies. Investment Opportunities To Women Investors		
UNIT IV	Mutual Fund	4 Hours
Mutual Fund-Operational Based Classifications-Return Based Classifications-Verification Documents In Mutual Fund		
UNIT V	Verbal Communication	4 Hours
Shares-Preference Shares-Types-Equity Shares. Investment In Bonds And Debentures And Its Types		
Total Hours		20 Hours


Reference Books

1. Investment management – Preethi Singh & Francis
2. Stock Market Analysis - Dr.Avadhani
3. Financial management - Shashi K.Gupta, R.K.Sharma, Neethi Gupta

Course Outcome: On Completion of this course the students will be able to

1. Identify the various investment avenues with risk level.
2. Acquiring skills to calculate the yield of various investments.
3. Aware of pros and cons of mutual fund investments.
4. Enable to calculate the returns on various investments.




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