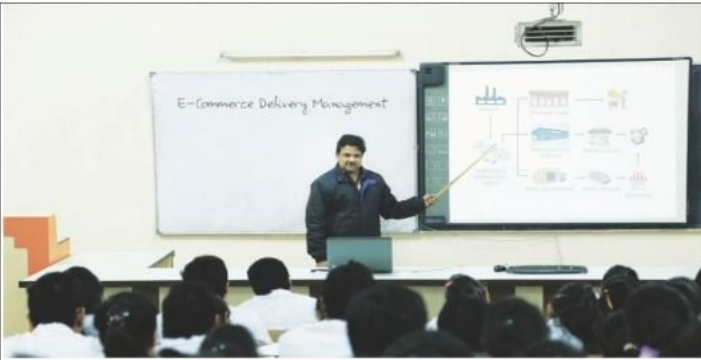


VAC Name: Security Analysis and Portfolio Management (MC-VA-05)



Information Brochure

ADMISSION OPEN
"VALUE ADDED COURSE"
(Session: 2018-19)

"KNOWLEDGE OF VALUE ADDED COURSE WILL IMPROVE
EMPLOYABILITY OF THE STUDENTS"

Organised by
Acharya Vishnu Gupta Subharti College of Management and Commerce
Swami Vivekanand Subharti University, Meerut (U.P.)



About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 2(f) of the University Grants Commission Act, 1956, set up under the Swami Vivekanand Subharti Vishwavidyalaya Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Honorable Governor of Uttar Pradesh in September 2008.

The University has been established under the aegis of Mahayana Theravada Jayrayana Bhuddist Religious and Charitable trust (formerly known as Subharti K.K.B. Charitable Trust) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Haridwar bypass road, Meerut. The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising of magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped Laboratories with latest state-of-the-art equipments and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 32 MOUs and has won numerous national and International awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).
- The University has been accorded grade 'A' by NAAC in 2016.

About Acharya Vishnu Gupta Subharti College of Management & Commerce

The unique privilege to be a constituent college of the prestigious Swami Vivekanand Subharti University. AVGSCMC, focuses on Management & Commerce Education; with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy combines role playing, case studies, fieldwork, live business projects and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage rational inquisitiveness and open minds to the explorations of ideas, research and innovation in global perspective.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industries & governments across the world. The strong alumni network, gives students' unmatched access to information, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

AVGSCMC rewards initiative, innovation and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in NCR, and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.

What is a Value Added Course?

Employment scene today requires that a student wanting a job be an all-rounder, with several skills. Pursuing multiple long-winding degree programs is no answer to this. Rather than spending a lifetime seeking higher cations, Value Added Courses give you the chance to update your skill set in only a fraction of the time and money. But, the value they create is very high.

Why should I do a Value Added Course?

Value added courses are the fine way to fill the gaps in your knowledge and add competitive edge to your job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses can help you to be a winner. Starting off with a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you on to your own enterprise or to further qualification, if needed.

Who can take admission to a Value Added Course?

There are two types of courses being offered – General Interest Courses that are open to all and Subject specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, even others – students from anywhere, working men and women, or the self-employed – can register for these courses.

How many courses can I do?

As the basic idea is to make ample opportunities available to students, there are no restrictions on how many courses a student can offer. Many of these courses are offered more than once a year and thus one can acquire several certifications during the period of a degree program.

Will I get a Job because of Value Added Courses?

The purpose of the Value Added Courses is to make you industry-ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough tricks to start your own business! The College has a Placement Cell to assist you with your placement. You can register with this Cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

How to register for a Course?

The Courses are run by many departments, including some private Educational Service Providers. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

Eligibility: Courses are open for all M. Com. / B. Com. / B. Com.(H) Students.

Schedule of Value Added Courses offered by AVGSCMC (Session: 2018-19)

S. No.	Name of the value-added courses	Course Code	Program	Year	Total No. of Hours	Course Coordinator
1	E-commerce	MC-VA-01	M. COM.	2018-19	30	Dr. Gaurab Sharma
2	Office Procedures	MC-VA-02	M. COM. / B. COM. (H)	2018-19	30	Ms. Sarika
3	Business Letters & Report Writing	MC-VA-03	M. COM.	2018-19	30	Ms. Rakhi Jha
4	Human Values & Professional Ethics	MC-VA-04	B. COM. / B. COM. (H)	2018-19	30	Dr. Monika Mehrotra
5	Security Analysis and Portfolio Management	MC-VA-05	B. COM. (H)	2018-19	30	Ms. Sapna malik
6	Marketing of Financial Services	MC-VA-06	B. COM.	2018-19	30	Dr. Lokesh Verma
7	Entrepreneurship Development	MC-VA-07	B. COM. / B. COM. (H)	2018-19	30	Dr. Avnish Kr. Tyagi



Acharya Vishnu Gupt

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 245

A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



COURSE CONTENTS

Security Analysis and Portfolio Management

Course Code: MC-VA-05

Session: 2018-19

Time duration: 30 Hr.

Unit 1

Investment – A Conceptual Framework: Investment process, risks of investment and the common mistakes made in investment management

Unit 2

Investment Environment: Features and composition of money market and capital market, money market, capital market instruments and financial derivatives

Unit 3

Risk and Return: Concepts of risk and return, how risk is measured in terms of standard deviation and variance, the relationship between risk and return

Unit 4

Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis

Unit 5

Technical Analysis: Tools of technical analysis, important chart formations or price patterns and technical indicators

Unit 6

Efficient Market Hypothesis: Concept of 'Efficient Market' and its implications for security analysis and portfolio management.

Unit 7

Behavioral Finance: Meaning of Behavioral finance, deals with when, how and why psychology influences investment decisions

Unit 8

Valuation of bonds and shares: Elements of investment, bond features and prices, call provisions on corporate bonds, convertible bonds and valuation of bonds



Acharya Vishnu Gupta

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 242
A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Unit 9

Portfolio Management – Risks and Returns: Concept of portfolio and portfolio management, concept of risk, types of portfolio management

Unit 10

Markowitz Portfolio Selection Model: Concept of portfolio analysis and diversification of risk. Also discusses Markowitz Model and Efficient Frontier

Unit 11

Capital Asset Pricing Model (CAPM): Deals with the assumptions of CAPM and the inputs required for applying CAPM and the limitations of this Model

Unit 12

Sharpe-The Single Index Model: Measurement of return on an individual stock, measurement of portfolio return and measurement of individual stock risk

Unit 13

Factor Models and Arbitrage Pricing Theory: Arbitrage Pricing Theory and its principles, Comparison of Arbitrage Pricing Theory with the Capital Asset Pricing Model.

Unit 14

International Portfolio Investments: Investment avenues for foreign portfolio investors, risks and returns associated with such investment.

Unit 15

Mutual Fund Operations: Mutual funds as a key financial intermediary, mobilizing savings and investing them in capital markets.

PRINCIPAL
Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT

Registrar
Swami Vivekanand
Subharti University
MEERUT



Acharya Vishnu Gupta

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 24:
A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Report

21 May, 2019

on

Value Added Course

Session: 2018-19

Program: B. Com (H)

Date: 13-17 May, 2019

Course Name: Security Analysis and Portfolio Management

Course Code: MC- VA- 05

No. of Students Enrolled in the Course in the year: 10

Resource Person: Dr. Sapna Malik

Objective of Value Added Course:

The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course:

Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL
Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT