

**SRI VENKATESWARA UNIVERSITY : TIRUPATI**  
**Courses Offered for All Groups**  
**LIFE SKILLS COURSES**  
**w.e.f. AY 2023-24 (SEMESTER-II)**  
**SKILLCOURSE**  
**INVESTMENT PLANNING**

Credits:2

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2hrs/week

**COURSE OBJECTIVES:**

The objective of the course is to make the students familiarise with the concepts of investment, associated risks along with the regulatory authorities that monitor the capital market.

**UNIT-I-INVESTMENT:**

Attributes of Investment  
Investment and speculation  
Features of a good Investment  
Investment Process

**UNIT-II-RETURN AND RISK:**

Meaning and Measurement of Security Returns.  
Meaning and Types of Security Risks  
Systematic Vs Non-systematic Risk  
Measurement of Total Risk

**UNIT-III-PORTFOLIO:**

Choosing the right Investment options  
Construction of Investment portfolio  
Portfolio management  
Investor Protection Guidelines of SEBI

**HANDS ON ACTIVITIES:**

1. Group/Individual presentations on Investment Alternatives (Advantages, Suitability and Limitations).
2. Calculation of Stock Return and Risk from historical data of NSE and BSE.
3. To make comparative analysis between various stocks using excel.

## **REFERENCES:**

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc Graw Hill.
2. Bhalla VK, Investment Management, S. Chand.
3. Donald E.Fischer, Ronald J.Jordan, Security Analysis and Portfolio Management; Prentice Hall of India.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. Pitabas Mohanty Spreadsheet Skills for Finance Professionals Tax mann Publications.

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**SKILLCOURSE**  
**FORMAT OF MODEL QUESTION PAPER**  
**INVESTMENT PLANNING**

**Time: 1½hrs**

**Max. Marks 50**

**Section A**

***Answer any Five of the following***      **5 X 10 = 50 M**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.