



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Programme: Master of Business Administration**

**Semester: 3**

**Branch: International Business**

**Subject Name: International Investment & Portfolio Management**

**Subject Code: 2539322**

**Rationale:** Investment defines an asset acquired or invested in to build wealth and save money from the hard earned income or appreciation. There are traditional and modern investment alternatives available for the prospective investor. Investment decision is a well-panned action that allocates financial resources to obtain the highest possible return. This course will help business graduate student who wants to develop his career in finance industry. It also helps any investors in taking proper investment decisions based on their income, ability to take risk, etc.

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**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

**Course Outcomes:**

Sr. No.	Course Outcomes
CO1	To develop understanding of fundamentals of Investment and its Alternatives as well as Behavioural finance theories
CO2	To apply risk-return identification techniques for security analysis
CO3	To analyze various techniques of Investment Analysis
CO4	To evaluate different methods of Portfolio Management

**Course Content:**

Unit No.	Content	No. of Hours	Marks
1	<p><b>Introduction of Investment:</b> Basics of Investment, Investment Objectives, Investment v/s speculation and Gambling, Factors in Choice of Investment, Return vis-à-vis Risk and its types, Common Errors in Investment Management, Portfolio Management Process, Global Trends and Practices, Benefits &amp; Risks of Global Investing</p> <p><b>Overview of Investment Alternatives:</b> Deposits, Government Savings Schemes, Money Market Instruments, Bonds/Debentures, Equity Shares, Mutual Funds Schemes, Insurance &amp; Retirement Products, Real Estate. Introduction to leading stock exchanges of developed country</p>	7	14
2	<p><b>Risk-Return Analysis of Securities:</b> Historical Period Return, Holding Period Yield, Historical Rate of Return (Arithmetic Mean and Geometric Mean), Portfolio Holding Period Yield, Expected Rate of Return, Measuring Risk of Expected Rate of Return (Variance, SD &amp; CV), Cumulative Wealth Index</p> <p><b>Overview of Security Markets:</b> Primary and Secondary Market, Trading &amp; Settlement, Buying &amp; Selling of securities, Stock Market Indices, Government</p>	14	21



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	Securities, Corporate Bonds, Money Market, Other Fixed Income Securities.		
<b>3</b>	<b>Security Analysis and Valuation:</b> Fundamental Analysis: Economic, Industry and Company Analysis Dividend Discount Model, Valuation of Equity Shares on the basis of P/E, Overview of Efficient Market hypothesis and Random Walk Theory Technical Analysis: Charting Technique, Technical Indicator, Evaluation	12	21
<b>4</b>	<b>Portfolio Management &amp; CAPM:</b> Portfolio Diversification, Portfolio Return & Risk, Efficient Frontier, The Single Index Model, overview of CAPM <b>Behavioral Finance:</b> Biases, Heuristics, Emotional and Social Influences, Market Efficiency, Critique of Behavioral Finance	7	14
<b>Total Hours/Marks:</b>			<b>40/70</b>

**Suggested Specification Table For Question Paper Design:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	7	0	7	7	0	0	0	14
II	Module-2	14	0	2	12	7	0	0	21
III	Module-3	12	0	6	7	8	0	0	21
IV	Module-4	7	0	4	0	0	10	0	14
	Total	40	0	19	26	15	10	0	70

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

**Suggested Student Activities for Progressive Assessment (PA) : (50 Marks)**

**Evaluation:**

Students shall be evaluated on the following components:

<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
<ul style="list-style-type: none"> <li>The students will be divided in the group and have to work on Stock Market Simulation for trading related activities and carry out risk-return analysis with the help of Investment Analysis techniques. The presentation by all the students is required to give</li> </ul>	25 marks



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at the end of simulation.	
• Quiz & Assignments	15 marks
• Class Presence & Participation	10 marks

**Suggested Learning Resources:**

<b>S. No.</b>	<b>Title of Book</b>	<b>Author</b>	<b>Publication with place, year and ISBN</b>
1	Investment Analysis and Portfolio Management	Prasanna Chandra	McGraw Hill / Latest Edition
2	Security Analysis and Portfolio Management	Donald Fischer, Ronald Jordan, A K Pradhan	Pearson / Latest Edition
3	Security Analysis & Portfolio Management	P. Pandian	Vikas Publishing / Latest Edition
4	Fundamental of Investments	Gordon Alexander, William Sharpe and Jeffery Bailey	Pearson / Latest Edition
5	Investments	ZviBodie, Alex Kane, Alan Marcus and Pitabas Mohanty	McGraw Hill / Latest Edition
6	Investment Analysis and Behaviour	Reilly/Brown	McGraw Hill / Latest Edition
7	Fixed Income Securities: Valuation and Risk Management	Kannadhasan	Cengage / Latest Edition

**List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. Journal of Indian Business Research
2. Indian Journal of Finance
3. Finance India
4. Vikalpa
5. Economic Times, Financial Express, Business Standard
6. Economic & Political Weekly