

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-414	Investment Analysis & Management (Finance Specialization)	3	VIII
Year	Discipline		
4	Commerce		

1. Introduction and understanding investments-nature of investment, importance of studying investments, reasons of investment, investment decision process, source of investing information
2. Investment alternatives-financial assets, fixed income securities, equity securities, derivative securities, non marketable securities, money market securities
3. Indirect investing-investment companies, mutual funds, mechanics on investing indirectly, investment companies performance
4. Securities markets-importance, structure, and functions of securities markets, secondary markets, Pakistan securities markets for trading of equities, international securities markets
5. Market efficiency-concept of efficient market, evidence on market efficiency, efficient market hypothesis, market anomalies
6. How securities are traded?-brokerage transactions, how orders work?, margin, settlement of accounts, investor protection in the securities markets, regulatory environment, credit rating
7. Returns and risks from investing-investment return and measuring return, understanding risk and measurement of risk
8. Fundamental analysis-common stocks valuation-dividend discount model, capital asset pricing model, fixed income securities analysis-valuation of bonds, bonds yields, bonds prices
9. Security analysis-economy/market analysis, sector/industry analysis, company analysis, technical analysis
10. Portfolio theory-portfolio return and risk, measuring portfolio risk and return, portfolio selection, building portfolio, portfolio management, evaluation of investment performance
11. Derivative securities-options, types, option valuation, futures, future markets, future contracts and mechanics of trading
12. Arbitrage pricing theory, stock exchange terminology, market indexes and its working in Pakistan, International diversification

Books Recommended (Latest editions)

- a. Jones P. Charles, Investment analysis and management
- b. Strong Robert A., Practical investment management
- c. Robert A. Haugen, Modern investment theory
- d. Raves, Douglas A., Investment analysis and management
- e. Gitman Lawrence J., Fundamentals of investment