

**E-contents for Mcom 3rd
semester
Vaniya Mahavidyalaya, Patna
University**

**Subject: Security Analysis and Portfolio
Management**

Paper code: COMCC-14

Unit:1

Topic: Investment management

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INTRODUCTION OF SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Security- It is a certificate and other financial instruments that can be traded. In other words you can say tradable financial assets. There are different kinds of securities like debt securities, equity securities, derivatives and so on.

Analysis- Detailed examination of elements.

Security analysis- knowledge about proper value of individual securities so that you can take appropriate decision regarding your investment.

Portfolio- It is the collection of some specific information. Portfolio is a grouping and making total of different investment class. It is the summary of your financial investment.

portfolio management- It is the process of making decisions about the investment mix and policy, matching investments to objective, asset allocation for individuals and institutions and balancing risk against performance.

Planning~ Execution~ Feedback

INTRODUCTION OF INVESTMENT MANAGEMENT

- **Efficient management of investment in securities.**
- **Also known as portfolio management.**
- **Portfolio management or investment management may be defined as a decision making process which has to do away with choosing and revising portfolio of securities so as to satisfy investor objectives.**
- **It is the commitment of funds with long term time framework the objective being additional income to regular receipt and growth in the value of the funds of an investor.**

PRINCIPLES OF INVESTMENT MANAGEMENT

- **Identification of collective importance of all holding individual securities.**

- **Portfolio should cater to the particular needs of the investor.**
- **Decision regarding the amount.**
- **Larger return on investment with larger risk.**
- **Risk associated with a security depends upon when the investment will be liquidated.**
- **Careful evaluation of risk and return.**

SCOPE OF INVESTMENT MANAGEMENT

- **Identification of investor's requirements.**
- **Formulation of investment policy and strategy-**
 - **lay down the different asset classes of investment.**
 - **Proportion of funds.**
 - **Preparation the investment strategy for income and capital appreciation.**
 - **Correlate the expectations of capital market and the individual sector of the industry.**
 - **Execution of strategy-**
 - **Reserch analysis and judgement.**

- **Portfolio may relate to the needs of given level of income, liquidity, safety.**
- **Sucess depends upon the initiative, innovation and judgement.**
 - **Monitoring of Portfolio-**
- **Evaluation and adjustment of composition of portfolio from time to time.**
- **Done with the objective of making it more optimal and efficient.**
 - **To understand the exact meaning of investment.**
 - **To find out different evenues investment.**
 - **To maximize return and minimize risk.**
 - **To make a performance for investment through evaluating securities, constructing a Portfolio a reviewing a portfolio.**
 - **To find out a time period for investment to take place.**

FACTORS AFFECTING INVESTMENT DECISIONS

- **Amount of investment.**

- **Purpose of investment.**
- **Selection of securities.**
- **Timing of purchase.**