



# RAMA UNIVERSITY

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**FACULTY OF COMMERCE AND MANAGEMENT**

**COURSE: BBA (DM)**

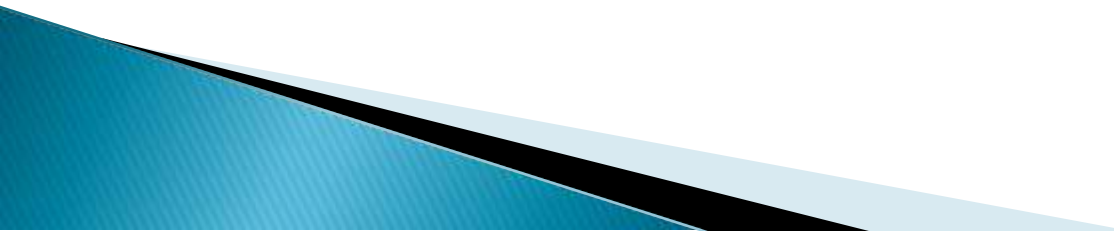
**SUBJECT: SECURITY AND PORTFOLIO MANAGEMENT**

**SUBJECT CODE: BBA (DM) 602**

**LECTURE: 15**

**NAME OF FACULTY: DR. NITIN GUPTA**

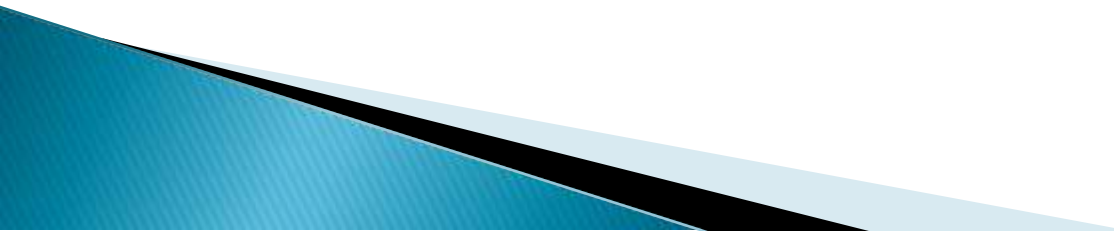
# Security Analysis

- Security analysis is the initial phase of the portfolio management process.
  - The basic approach for investing in securities is to sell the overpriced securities and purchase under priced securities
  - The security analysis comprises of Fundamental Analysis and technical Analysis.
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# Portfolio Analysis

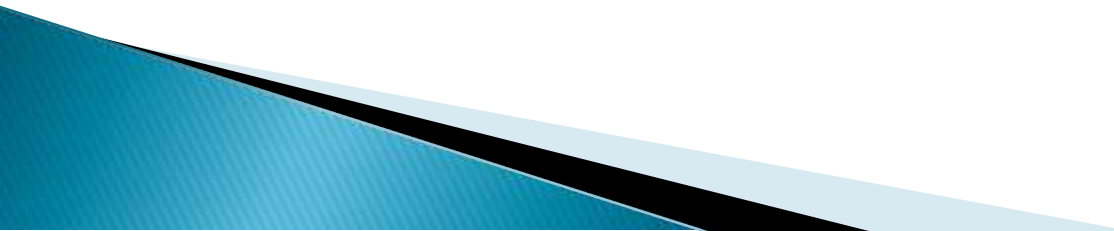
- A large number of portfolios can be created by using the securities from desired set of securities obtained from initial phase of security analysis.
- . It involves the mathematically calculation of return and risk of each portfolio.

# Portfolio Selection

- The portfolios that yield good returns at a level of risk are called as efficient portfolios.
  - The set of efficient portfolios is formed and from this set of efficient portfolios, the optimal portfolio is chosen for investment.
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# Portfolio Revision

- Due to dynamic changes in the economy and financial markets, the attractive securities may cease to provide profitable returns.



# Portfolio Evaluation

- This phase involves the regular analysis and assessment of portfolio performances in terms of risk and returns over a period of time.