

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: VI

PORTFOLIO THEORY AND MANAGEMENT

FINANCE ELECTIVE PAPER - III

Course Code: 18BB605B

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize students with recent changes and elements of portfolio theory and management
- To understand the various tools used in the evaluation process of investment avenues.
- To understand the financial environment.

LEARNING OUTCOMES:

- Gives the opportunities in the investment banking sectors.
- Gives the opportunities in the portfolio management sectors.
- Gives the opportunities in the advisories and project evaluation service.

UNIT 1: Risk and Returns

20 HRS

Meaning- Types of risk- Calculation of risk- Standard Deviation and variance- Beta estimation- Alpha and Beta Coefficient- Covariance- Investor's attitude towards risk and return.

Meaning- Types of return- calculation of return on a single security- Arithmetic mean and Geometric mean- historical return and return relative- Probability distribution- Expected return

UNIT 2 Portfolio management:

10 HRS

Meaning of Portfolio management- nature and Scope of Portfolio management- Portfolio Management Process- calculation of return on portfolio and risk on portfolio- Arbitrage Pricing Theory

UNIT 3 Portfolio theory

16 HRS

a) Portfolio Theory - Markowitz Theory

b) Portfolio Management - Sharpe's Model- Jensen and Treynor Model- simple problems

UNIT 4: Basics of portfolio management in India:

07 HRS

SEBI guidelines for investor protection- Portfolio Manager- who can be a Portfolio Manager- SEBI guidelines for Portfolio Manager- Portfolio Management service and method of operation- Function of a Portfolio Manager- Career in Portfolio Management

UNIT 5 Commodities market:

07 HRS

Introduction- Indian commodity market- Wholesale Price Index- Commodity and Currency derivatives (brief concept) Opportunities provided by commodity derivative market for investors. (Included form security analysis Syllabus)

SKILL DEVELOPMENT

- Prepare an imaginary investment portfolio for salaried man.
- Analyse the stock values of five Blue-chip companies using portfolio theories
- Estimate the risk return of ten companies of your choice.
- Identify the major commodities traded and its importance to the economy

REFERENCES:

1. Priti Singh- Portfolio Management-Himalaya Publications, 2015
2. V.K Avadhani-Security Analysis and Portfolio Management-HPH
3. Fischer and Jordan- Security Analysis and Portfolio Management-Prentice Hall
4. Prasanna Chandra- Security Analysis Investment management 2003
5. Sudhindra Bhatt, Security Analysis and Portfolio management, Excel Books, 2010

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Programme: B.B.A

Semester: VI

**MAREKTING COMMUNICATIONS AND MEDIA MANAGEMENT
MARKETING ELECTIVE PAPER IV**

Course Code: 18BB605A

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize the students with the various marketing communications tools.
- To help students understand the functions and role of an advertising agency.
- To familiarize the students with the planning, process and execution of a creative advertisement.
- To ensure students understand the wide range media, their role and related media strategies.

LEARNING OUTCOMES:

- Students will be able to develop an integrated marketing plan using a wide variety of media that will take a comprehensive approach to a marketing challenge.
- Students will have gained a perspective on the current trends in advertising.
- Students will be able to identify the different media used in marketing communication.

UNIT 1:

20 HRS

Marketing Communications- Concept and Process:

Introduction to marketing communications, role of marketing communications, marketing communications process, AIDA model and Tools of marketing communications-

- a) Advertising - Definition, types, scope, functions, legal issues, advertising plan, DAGMAR approach for setting ad objectives.
in advertising
- b) Sales Promotion - types, approaches Sales Promotion, promotion design
- c) Publicity - objectives and importance
- d) Personal Selling - role, scope, personal selling in the marketing mix
- e) Direct marketing and direct response methods
- f) Public Relations – Media, Community, Industrial, Government and Employee relations (House Journals/Newsletter), Role of PR
- g) Trade Fairs and Exhibitions (concept)
- h) Event Management (concept)

UNIT 2

15 HRS

Message design

Creative execution and Judgement: Considerations for creative idea visualisation, Choosing an effective advertising theme, Sources of themes, means of presentation, adapting presentation according to medium.

Creative Process: Coming up with an idea, copywriting, Illustration, layout, types of commercial positioning and creative interpretation.

Creative Styles: Rosser Reeves USP, David Ogilvy's The Brand Image and execution.

UNIT 3

10 HRS

Suppliers in marketing communications - Advertising Agencies:

Origin and development of Agency, functions, departments, accounts executive, media planner and buyer, copy-writers, visualizes, Studio Manager, Research executive, Print Production, Client – agency relationship, advertising budget.

UNIT 4:Media Strategy

10HRS

Role of media, Types of media, media research, media decision – media vehicles decision, media scheduling and timing decision – media buying and organization, media planning, selection and scheduling strategies.

UNIT 5 Current trends in marketing communications:

05HRS

E-Advertising, meaning, Impacts of e-advertising digital media and its impact, social media and mobile advertising.

SKILL DEVELOPMENT

- Formulate an advertising strategy in a group for any one product/service.
- Formulate any social responsibility campaigns like save water/AIDS/Polio/Save energy and so on
- Illustrate the interaction between physical and digital media.
- Write a note on the additional services offered by advertising agencies.
- Celebrity role in advertising and endorsements.

REFERENCES:

1. C.N Sontakni - Advertising - Kalyani Publishers
2. Dr. Neeraj Kumar - Integrated Marketing Communications - Himalaya Publishing House
3. I. L Gupta and Arun Mittal - Advertising and Media Management - Himalaya Publishing House
4. H. R Appannaiah and Ramanath H. R - Advertising and Media Management - Himalaya Publishing House
5. Jaishri Jethwany and Sruthi Jain - Advertising Management - Oxford University Press

6. Integrated Marketing Communications – Kenneth Blown & Donald Bach
7. Mohan, Manendra - Advertising Management