

VALUE ADDED COURSE – 6

Title of the Course : **BUSINESS AND INDUSTRY ANALYSIS**

Instructional Hours : **30 Hours**

Course Coordinator : **Mr. Subin Thomas, Department of Commerce (SF)**

Students Intake : **30**

Objectives of the Course

- To equip students with an understanding of the need for macro environment analysis and to familiarize them with techniques of conducting macro environment analysis.
- To provide up to date information about the macro economic developments happening nationally and globally that may impact business.

Detailed Syllabus

| Title: BUSINESS AND INDUSTRY ANALYSIS | |
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| Module 1 | Fundamental Analysis -details about the concept – collecting data on fundamental aspects – analyzing how the fundamentals help the investor to make decisions. (10 Hours) |
| Module 2 | Technical Analysis - using various models – Collecting the financial statement of companies and use the original data for the analysis. (Instructional Hours – 10 Hours) |
| Module 3 | Using Excel work file for the data collection & analysis (Instructional Hours – 10 Hours) |
| Theory: 22 hours Practical: 8 hours | |

Learning Outcomes

- Students are aware of the latest developments that are likely to have an impact on business (Global and National)
- Critically appraise the latest developments and come out with appropriate strategies to deal with such changes in future.

Mode of Evaluation - Attendance, Assignment and Test Paper