

<b>B. Com(Hons.): Semester-VI</b>	
<b>DSE</b>	
<b>BCM631: FUNDAMENTAL AND TECHNICAL ANALYSIS</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lectures: 4hrs/Week	Class Test –12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
	Attendance – 12 Marks
Credits: 5	End Semester Exam – 70 Marks

### Course Objective

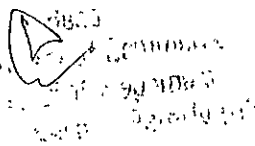
The course is aimed at providing practical knowledge and understanding of techniques of Fundamental & Technical analysis. The course emphasizes the practical application of these techniques to maximize the return on securities.

### Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand fundamental analysis of securities.
- CO2: evaluate intrinsic value of an asset and analyze the factors that could influence its price in the future.
- CO3: understand the significance of business environment while stock selection and valuation.
- CO4: evaluate securities on the basis of company's profile, products and services as well as profitability.
- CO5: forecast the direction of prices by analyzing statistical trends gathered from trading activity.
- CO6: recognize the configuration of price movements.

<b>Unit I: Introduction</b> Meaning of Fundamental Analysis; Objectives and Beliefs of Fundamental Analysis; Frame work for fundamental analysis-Economic Analysis, Industry Analysis, Company Analysis, Concept of Intrinsic Value, Market Analysis, Economic forecasting Methods-Lead indicator approach, Diffusion Indices, Econometric model Building, GNP Model building.
<b>Unit II: Industry Analysis</b> Industry Analysis; Key characteristics in an Industry Analysis, Industry life cycle, Business cycle analysis, Structural Analysis-Five competitive forces of Professor Michael Porter.
<b>Unit III: Company Analysis</b> Company analysis; significance of company analysis, financial indicator, Analyzing Financial statement ; Ratio analysis-Profitability ratios, Leverage Ratios, ROE Analysis, Non-financial parameters of company analysis.
<b>Unit IV: Technical Analysis</b> Technical Analysis; meaning and concept, Difference between fundamental and Technical analysis, Technical trading rules and indicators, The Dow Theory-Primary movement, Secondary reactions, Minor movements, Charting-Line chart, Bar Chart, Point and figure chart.
<b>Unit V: pricing pattern Analysis</b> Price patterns-Principles of Analyzing price patterns: Head and Shoulders, Double tops and bottoms, triangles, Rectangles, flags, Gaps, Support and Resistance, Moving Averages, Momentum, MACD, RSI, Oscillators, Elliott Wave Theory.



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### Suggested Readings

- Technical Analysis of Stock Trend; Robert D Edwards, Visiosn Book
- Technical Analysis Explained; Martin J Pring; McGraw Hill
- Handbook of Technical Analysis; Darell R Jobman; Probus
- Getting Started in Fundamental Analysis Michael C. Thomsett · Wiley

### Additional Readings

- Fundamental Analysis for Investors Raghu Palat · Vision Books
- Evolution of a Trader Thomas N. Bulkowski · Wiley
- The Use of Technical and Fundamental Analysis in the Stock Market in Emerging and Developed Economies
- By Naveen B. Kumar, Sanjay Mohapatra · Emerald Group Publishing Limited