

## INDUSTRY ANALYSIS REPORT PRESENTATION - SEMINAR

<b>II Semester: MBA</b>								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC27	Core	L	T	P	C	CIA	SEE	Total
		0	0	2	1	30	70	100
<b>Contact Classes: Nil</b>	<b>Tutorials Classes: Nil</b>	<b>Practical Classes: 45</b>			<b>Total Classes: 45</b>			
<p><b>I. COURSE OVERVIEW:</b>                      The purpose of this course is about the financial statements of companies in a variety of industries. Learners will be able to apply what they've learned about financial statements towards the analysis of company financial statements. The focus is on the fundamentals of reading and analyzing financial statements in order to appropriately evaluate the financial status of a selected company.</p> <p><b>II. COURSE OBJECTIVES:</b>  <b>The students will try to learn:</b></p> <p>I. Balance sheet of an organization and its analysis through technology.                      II. Profit and loss of an organization.                      III. Investment portfolio of the organization.                      IV. Profitability ratios, asset turnover ratios, structural ratios and liquidity ratios using excel sheets.                      V. The future gaps in the organization with technological revolutions.</p> <p><b>III. COURSE OUTCOMES:</b>  <b>After successful completion of the course, students will be able to:</b></p> <p><b>CO 1:</b> Gather financial data in order to evaluate businesses activities with technology assistance.  <b>CO 2:</b> Classify accounts in the income statement, balance sheet, and cash flow statement to make informed decisions regarding investing.  <b>CO 3:</b> Evaluate the investment portfolio of the organization to exploit the most attractive business opportunities.  <b>CO 4:</b> Determine the profitability, solvency, and liquidity position of firms to analyze corporate financial health.  <b>CO 5:</b> Analyze the growth, stability, and stock performance of an industry to develop a competitive strategy that best defends against the competitive forces.</p>								
<b>LIST OF EVENTS</b>							<b>Classes: 45</b>	
<p>I. Analysis of profitability ratios of an industry.                      II. Analysis of structural ratios of an industry.                      III. Analysis of asset turnover ratios of an industry.                      IV. Analysis of liquidity ratios of an industry.                      V. Analyze Growth, Stability and Stock Performance of an industry.</p>								
<b>Text Books:</b>								
<p>1. Sinha Gokul, "Financial Statement Analysis", PHI, 2<sup>nd</sup> Edition, 2012.                      2. Erich A. Helfert, "Financial Analysis Tools and Techniques: A Guide for Managers", TMH, 1<sup>st</sup> Edition, 2014.</p>								
<b>Reference Books:</b>								
<p>1. Robert M. Grant, "Contemporary Strategy Analysis: Text and Cases", Wiley Publications, 9<sup>th</sup> Edition, 2016.                      2. John Tennent, "Guide to Financial Management", Hard cover, Profile books, 2<sup>nd</sup> Edition, 2009.                      3. Sarngadharan M. and Kumar S. Rajitha, "Financial Analysis for Management Decisions", PHI, 2<sup>nd</sup> Edition, 2010.</p>								
<b>Web References</b>								
<p>1. <a href="http://www.4newideas.com/pdf/Sample%20Market%20Research.pdf">http://www.4newideas.com/pdf/Sample%20Market%20Research.pdf</a>                      2. <a href="http://www.managementdecisionsinc.com/images/PDF/Market%20Analysis%20Report%20(Example%20Research).pdf">http://www.managementdecisionsinc.com/images/PDF/Market%20Analysis%20Report%20(Example%20Research).pdf</a></p>								

**E-Text Books:**

1. <http://www.marketresearch.com/Technology-Media-c1599/Media-c92/E-Books-c1761/>
2. <http://www.financewalk.com/2011/industry-analysis/>