



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

INDUSTRIAL ANALYSIS AND REPORT - SEMINAR								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA007	SEMINAR	L	T	P	C	CIE	SEE	Total
		-	-	2	2	100	-	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes: 45			Total Classes: 45			
Prerequisite: - Basic knowledge of Financial Management and ratio analysis.								

COURSE OVERVIEW:

This course provides a comprehensive understanding of financial analysis at the industry level through the application of key financial ratios. It focuses on evaluating profitability, structural composition, asset efficiency, and liquidity position of companies within an industry. The course also emphasizes analyzing growth, stability, and stock performance to assess overall financial health and market position. Through practical analysis and reporting, students develop skills in interpreting financial data and making informed business decisions.

COURSE OBJECTIVES:

- To understand and analyze profitability ratios for evaluating a company's earning capacity.
- To interpret structural ratios for examining the financial composition of an industry.
- To assess asset turnover ratios to measure operational efficiency and effective use of resources.
- To analyze liquidity ratios for determining a company's ability to meet short-term obligations.
- To evaluate growth, stability, and stock performance for understanding overall financial health and market position of an industry.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Find profitability ratios by analyzing a company's ability to generate profits.
2. Interpret structural ratios for knowing the composition and relationships of financial statement components.
3. Choose asset turnover ratios for measuring company efficiency.
4. Analyze liquidity ratios for finding a company's ability on meeting short-term obligations.
5. Evaluate growth, stability and stock performance by gauging a company's financial

health and market position.

UNIT - I Analysis of profitability ratios of an Industry

UNIT - II Analysis of structural ratios of an industry

UNIT - III Analysis of asset turnover ratios of an industry.

UNIT - IV Analysis of liquidity ratios of an industry.

UNIT - V Analyze Growth, Stability and stock Performance of an industry

TEXT BOOKS:

1. Prasanna Chandra, *Financial Management: Theory and Practice*, McGraw Hill, Latest Edition.
2. I.M. Pandey, *Financial Management*, Vikas Publishing House, Latest Edition.
3. Khan & Jain, *Financial Management*, McGraw Hill, Latest Edition.

REFERENCE BOOKS:

- K.R. Subramanyam, *Financial Statement Analysis*, McGraw Hill, Latest Edition.
- S.N. Maheshwari, *Financial Management*, Sultan Chand & Sons, Latest Edition.
- Brigham & Ehrhardt, *Financial Management: Theory & Practice*, Cengage Learning.
- R.P. Rustagi, *Financial Management*, Taxmann Publications.

ELECTRONIC RESOURCES:

- <https://www.youtube.com/watch?v=8wWbZyH7r1k>
- <https://www.youtube.com/watch?v=5vYwHanb6zE>
- <https://www.youtube.com/watch?v=E9dM8d4rS7E>
- <https://www.youtube.com/watch?v=ZK3O402wflc>

MATERIALS ONLINE:

1. Open-ended experiments
2. Lab Manuals

