



# 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								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0015	Seminar	L	T	P	C	CIE	SEE	Total
		-	-	2	1	100	-	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes: 30			Total Classes: 30			
<b>Prerequisite:</b> Basic knowledge of financial accounting and fundamental concepts of financial management and business mathematics.								

### COURSE OVERVIEW:

This seminar focuses on analyzing the financial performance and overall health of an industry using key financial ratios and performance indicators. The course develops practical skills in industry-level financial analysis, interpretation of financial statements, and evaluation of industry growth and stability.

### COURSE OBJECTIVES:

- To analyze the profitability of an industry using various profitability ratios such as gross profit ratio, net profit ratio, and return on investment.
- To evaluate the financial structure of an industry by using structural ratios like debt-equity ratio and proprietary ratio.
- To examine the efficiency of asset utilization in an industry through asset turnover ratios.
- To assess the liquidity position of an industry by analyzing current ratio, quick ratio, and other liquidity measures.
- To study the growth, stability, and stock market performance of an industry in order to understand its long-term financial strength and investment potential.

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

1. Understand key profitability ratios that measure industry financial performance.
2. Explain the structural ratios and their significance in examining the financial stability of an industry.
3. Apply asset turnover ratios for monitoring how efficiently an industry utilizes its assets.
4. Analyze liquidity ratios for assessing an industry's short-term financial health and ability to meet obligations
5. Evaluate the growth, stability and stock performance of an industry using financial - market monitoring techniques.

### **EXERCISES:**

1. Analysis of profitability ratios of an Industry
2. Analysis of structural ratios of an industry
3. Analysis of asset turnover ratios of an industry.
4. Analysis of liquidity ratios of an industry.
5. Analyze Growth, Stability and stock Performance of an industry

### **REFERENCE BOOKS:**

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.

### **MATERIALS ONLINE:**

1. Open-ended experiments
2. Lab Manuals

