

# **SRI ADITYA ENGINEERING COLLEGE**

(Approved by AICTE & Affiliated to JNTUK, Kakinada)  
Aditya Nagar, ADB Road, Surampalem – 533437

## **Department of Management Studies**

**Title of the Workshop** : INVESTMENT STRATEGIES

**Resource Persons** :Dr M KRISHNA RAO  
CARVY, VISAKAPATNAM

**Date(s) of Workshop** :06-07-2015 to 07-07-2015

**Aim of Workshop** : Fundamentals of Investment strategies  
Knowing Different Investment strategies  
How To Select Portfolios For Investment  
Learn the relevance of applications in real time

To Create profit and profit making is the main adjective of every company. In this process companies are using every available sources to increase the profitability. Sales, Procurement of raw material, Increase personnel performance, buying the assets, shares of others companies and investment of company funds in different portfolios for the financial benefit. There are different investment schemes from government and private. Without proper knowledge in market conditions investment gives no gain and causing a loss to the company. Therefore it is essential to the financial wing to take care while making the investment decisions. Also investment of capital is not only decide the future of the company but also influence the investment attitude of share holders and potential customers.

Any company whose investment strategy is strong will create strong impact in the profitability.

Finally Observe the market conditions, customer attitudes will help to make effective investment decisions.

**Program Schedule:****Date            06-07-2015**

10:00-10:20	Intro to Workshop
10:20-11:10	Basics of Investment strategies
11:10-11:30	Tea break
11:30-12:20	Selection of Investment of Funds
12:20-1:10	Interaction with the participant
1:10-2:00	Lunch
2:00-4:40	Different Portfolios

**Date            07-07-2015**

9:30-10:30	Selection of Portfolios
10:20-11:10	Selection of Portfolios present situation
11:10-11:30	Tea break
11:30-12:20	Dos & Don'ts when Investment Funds
12:20-1:00	Interaction with Participants
1:00-2:00	Lunch
2:00-4:40	Hands-On and review

**No. of Participants**

**: 45**

**PROGRAM PHOTOS**



**Overall Assessment : Good**

**Event Coordinators :**

1. Mr. N.P.CHANDRUDU

Asst Professor, Dept. of MS

2. Mrs. G.SUMA

Associate Professor, Dept. of MS

*N. Visal*  
HOD

MBA DEPT

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