



# Dayananda Sagar College of Arts, Science and Commerce Department of Management Studies – MBA (BU)

Shavige Malleshwara Hills, Kumaraswamy Layout,  
Bangalore - 560111

**Research Cell (ANVESHANA)**

*in association with*

**Internal Quality Assurance Cell (IQAC)**

*presents Guest Talk on*

## **RISK AND RETURN ANALYSIS OF STOCKS**

*for 2<sup>nd</sup> Semester, Section 'B' Students*



Resource Person

**Dr. Karthika P**

*SEBI Resource Person and NCFE Trainer  
Assistant Professor-Finance, School of Management Studies,  
Kongu Engineering College, Erode, Tamilnadu*

**Date:** 19<sup>th</sup> August 2022

**Time:** 9.30 AM to 11 AM

**Venue:**

Room No. 504, 5th Floor,  
Department of Management Studies  
BU, DSCASC

**Director | Faculty | Staff**

# DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

*Research Cell (ANVESHANA)*

*In association with*

**Internal Quality Assurance Cell (IQAC) Cell**

## Report of the Event Conducted

**Department: MBA-BU**

**Date: 19-08-2022**

Sl. No.	Particulars	Event related Details			
1	<b>Event*</b>	Guest Talk			
2	<b>Title of the Event</b>	Risk and Return analysis of Stocks			
3	<b>Date</b>	19-08-2022			
4	<b>Time</b>	09:30 AM to 11:00AM			
5	<b>Venue</b>	Room No. 504, 5 <sup>th</sup> Floor, Department of Management Studies, BU, DSCASC			
6	<b>Resource Person 1 Details**</b>  (Profile to be enclosed)	Dr. Karthika P			
7	<b>Topics Covered</b>	Different types of Risk, Stocks analysis techniques, Tools, Data collection procedures etc.			
8	<b>Resource Person 2 Details**</b>  (Profile to be enclosed)	NA			
9	<b>Topics Covered</b>	NA			
1	<b>No. Faculty Participants (Enclose a copy of names with signatures)</b>	<b>Internal:</b>	<b>01</b>	<b>External:</b>	<b>NA</b>

Sl. No.	Particulars	Event related Details			
1	No. Student Participants (Enclose a copy of names with signatures)	Internal:	50	External:	NA
1	Faculty Coordinator/s	Dr. Chetan Shetty			
1	Student Coordinator/s	Ms. Anagha Inamdar			
1	Total Expenditure (Details to be enclosed)	NA			
1	Sponsors and Amount (if any)	NA			
1	Agenda of the Event (Enclose a copy)				
1	Report uploaded on college website? If yes, give details:	Yes			
1	Report sent to media? If yes, give details:	No			
1	Report uploaded in Social Media? If yes, give details:	No			
2	Certificates Printed? (Enclose a copy***)	NA			
2	Feedback Collected? (Enclose a copy***)	NA			
2	Summary of the Event (Minimum 100 words)	Dayananda Sagar College of Arts, Science and Commerce under MBA-BU had conducted a Guest talk on Risk and Return analysis of Stocks for the students of 2 <sup>nd</sup> semester B Sec Students on 19-August 2022. The speaker of the program was Dr. Karthika who has 12 years of experience in the field of teaching and co-founder of Edify Edutech Pvt. Ltd, Bangalore.			

Sl. No.	Particulars	Event related Details
		<p>Dr Karthika explained on different ways and individuals and investors invest into the capital markets which included domestic institutional investors (DII), foreign direct investments (FDI), foreign institutional investors (FII), high net worth individuals. She explained in details how Indian security market will work and its structure. The Indian security market structure is broadly divided into 4 categories that is stock exchanges, clearing corporations, depositories and companies which are regulated by securities and exchange board of India (SEBI). She emphasized on different investment options and risk return relationship of different asset class (Equity, Derivatives, Fixed Deposits, Gold etc...)</p> <p>Financial literacy among the youngsters was one of the interesting topics of the program. She explained the importance of financial literacy in one's life. She also explained power of compounding with example in the stock market and Strategies to find out the company to buy the shares. Using screener.com Dr Karthika explained ratios, comparison of balance sheet, shareholding patterns and how to make decisions. When students expressed that stock market is risky and they are not ready to invest huge amount, Dr karthika suggested Dalal street virtual trading. It is a platform where virtual cash will be provided for the users and using that cash real time trading can be done. At last, she suggested few certifications from NISM for investing purpose.</p>
2	<p><b>Photographs of the Event</b></p> <p><b>(At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)</b></p>	<p><b>Attached.</b></p>

**Notes:**

\* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

\*\* Name / Organization / Designation / Area of Expertise

\*\*\* Format Copy need to be attached and hard copy need to be filed

**PS: Whichever column is not applicable, write as NA.**

**Event Coordinator**

**HOD/Director**

**IQAC Head**

**Principal**



Engineering  
Bengaluru, Karnataka, India  
WH58+36H, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India  
Lat 12.907925°  
Long 77.565611°  
19/08/22 09:54 AM



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**Dr.P.KARTHIKA, B.Sc, MBA, Ph.D., NET.,**  
SEBI Resource Person and NCFE Trainer.  
Assistant Professor-Finance  
School of Management Studies,  
Kongu Engineering College,  
Perundurai 630060  
Erode, Tamilnadu.



Google Scholar:

<https://scholar.google.com/citations?user=kisrKLEAAAAJ&hl=en&authuser=1>

Email: *karthi.nathan21@gmail.com*.

Mobile: 9095021200

### **Career Summary: Experience 10 Years teaching + 1 Year Industry**

- An innovative and knowledgeable professional having **10 years' experience** as a Teaching Faculty under **Technical University affiliated college**.
- Proficient in **Financial Derivatives, Financial Market and Institutions, Banking and Financial Services, Security Analysis and Insurance-Risk Management, Business Analytics and Research Methodology**.
- **National Stock Exchange (NSE)** certified Market professional for conducting Training courses.
- **SEBI RP and NCEF Trainer** acted as a resource person for more than 30 workshops in various colleges.
- Published **20 papers** in national and international level journals
- Presented more than 25 papers in various national/international level conference/seminars
- **CII empaneled Examiner for Banking and Financial Services and Financial Derivatives**.
- Recognized **Research Guide** under Visvesvaraya Technological University
- **Evaluated 4 Ph.D theses and** guided more than **70 projects for MBA students**
- Organized seminars and workshop in the key area of Finance.
- Coordinator for NBA and NAAC Accreditation
- Coordinator for the Digital Learning.
- Board of Examiner in Visvesvaraya Technology University and PES college

### **Educational Background:**

#### **1. Ph.D. – Management (Finance-Financial Market)**

**Title:** A study on impact of future trading and Macroeconomic variables on stock price volatility of S&P CNX Nifty Index.

**University- Anna University, Chennai.** (Among the top **15 Universities** in India as per the NIRF ranking 2020)

Year of passing: 2016

**Achievements:**

- **Patent Filed** on “Sustainable Leak proof Lunch Box made of by Aloe Vera Fiber” on August 2020
- **Patent Granted** on “Green Human Resource Management Practices Framework for Healthcare Organizations Under Stressful Covid-19” on 15<sup>th</sup> July 2020 by the Commissioner of IP Australia (Australian Government) Patent number: 2020101189
- **Patent publication** on “Data Integration Platform of unified payment interface for seasonal entrepreneurs” in the year 2020
- Developed **Excel Template model** for measuring course outcome and program outcome (Outcome Based Education) for present organization.
- Conducted more than 30 **Financial Education workshop** for various college student and self-help groups
- Inventory Management project was done for Anupam Textile, Tirupur
- **Technical Analysis of Index Future** with special reference to the National Stock Exchange project is completed at Angel Broking Ltd, Tirupur.
- Top Academic performer in Postgraduate