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Portfolio Theory (Part - 1)

Subject:	Business Economics
Course:	B. A. (Hons.), 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 511 Investment Management
Unit No. & Title:	Unit – 3 Portfolio Theory
Lecture No. & Title:	Lecture – 1 Portfolio Theory (Part - 1)

References

Books

(1)Consumer Behaviour by Hawkins, Best and coney , 9th,Tata McgrawHill.

(2)Consumer Behaviour in Indian Perspective by Suja Nair , Himalya publishers.

(3)Conceptual Issues, in Consumer Behaviour by S Ramesh Kumar Pearson Publication .

(4)Customer Behaviour: A Managerial Perspective by Sheth and Mittal , Thomson Publication..

Links

- 1.https://en.wikipedia.org/wiki/Modern_portfolio_theory
- 2.<http://www.investopedia.com/terms/m/modernportfoliotheory.asp>
- 3.<http://www.investopedia.com/exam-guide/cfa-level-1/portfolio-management/portfolio-management-process.asp>
- 4.<http://thismatter.com/money/investments/portfolios.htm>
- 5.<https://www.aaii.com/journal/article/the-benefits-of-modern-portfolio-theory.mobile>