

We create Stock Market Professionals



 **ICICI direct**

Centre for Financial Learning

About Us

ICICIdirect Centre for Financial Learning, an initiative of ICICI Securities Ltd., is one of the leading providers of education on capital markets. With this initiative, we aim to partner you in your quest to provide practical knowledge and insights to your students on the rapidly evolving and dynamic financial market.

Though the financial sector has seen an exponential growth in the last decade, the increase in the number of finance professionals that meet the industry expectations has not been equivalent. Through ICICIdirect Centre for Financial Learning, we intend to bridge this gap and create professionals whose knowledge and acumen, scales new heights.

As a part of this quest to deliver financial knowledge, we bring to you certification programmes which impart in-depth learning on stock markets, derivatives, trading strategies and more.

Through these certification programmes, your students will not only sharpen the basic concepts but also master in the skills of trading & investing in capital markets with an objective of meeting industry expectations.



More than 10000 students and professionals have acquired practical knowledge through these programmes in last 1 year.

Our Edge

✓ Practical Learning Oriented Pedagogy

By embossing 10+ years of domain expertise of ICICI Securities Ltd. in Capital Markets on extensively researched cases and illustrations in the course structure, we have fostered the learning process through the stages of concept building and contemporary trading applications for a highly practical and in-depth learning experience.

CONCEPT
BUILDING

REAL MARKET
CASE STUDY

PRACTICAL
LEARNING

✓ Industry Experts as Faculty

Learning from highly qualified and experienced industry practitioners having a domain expertise and a natural flair to teach.

✓ Practical Learning

Acquiring practical knowledge through:

- Real market case-study, illustrations and research reports
- Highly researched study material designed by experts
- Real-time/Simulated online trading demonstration and access to live markets

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✓ Enhancing Industry Acceptance

Certification from one of the most trusted brands for building a competitive edge and enhancing industry acceptance.

Grade Certification will be awarded after successful completion of:

- Classroom Sessions
- Live/Simulated Practical Sessions and Tests

✓ Revision Facility

Special revision facility will be offered through WWW.WEBETORIAL upto 6 months from the date of completion of the programme.

Our Flagship Programme

Stock Market Pro

About the Programme

Stock Market Pro is our flagship certification programme that focuses on practical learning of investing/trading in stock markets.

The programme not only sharpens the basic concepts of investing in stocks and trading in derivatives but also masters the trading skills through application of research recommendations, fundamental & technical analysis and advanced derivative trading strategies.

Training Process:

The programme has a series of classroom sessions, revision sessions, guest speaker sessions and examinations.

Skill Level after Completion:

Advanced

Extensive Domain Skill Enhancement in:

Equity Research, Fundamental Analysis, Technical Analysis, Derivatives Analysis, Derivatives Trading, Equity Advisory

Duration:

75 hours (Part-time)

Curriculum

Module 1: Stock Investing/Trading

- Understanding the art of investing in equity markets through real market case studies
- Understanding Sensex, NIFTY and other indices
- Analysis of Corporate Actions
- Risk Management, Risk Mitigation Techniques
- Valuations using Price Multiples Approach
- Capturing Market Opportunities
- Tax implications on Short-term Earnings
- Understanding Online Platforms for Trading

Module 2: Macro-Economics & Fundamental Analysis

Macro Economics

- Understanding Macro-economic concepts such as GDP/ GNP and their impact on the sovereign growth

*Please Note: Curriculum is subject to upgradation and revision

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- Understanding the implications of movements in critical ratios like CRR, SLR on the market's liquidity
- Analysing the implication of Monetary & Fiscal policies undertaken by the government to stimulate liquidity and growth

Fundamental Analysis

- Understanding basics of Fundamental Analysis, importance & various approaches to Fundamental Analysis
- Application of Fundamental Analysis in stock markets
- Analyst's Approach to Fundamental Analysis
 - Economic Analysis, Industry, Business Life Cycle Stage, Company, Ratio Analysis
- Understanding the concepts of Discounted Cash Flow
 - ✓ Dividend Discount Model Valuation approach
 - ✓ Free Cash flow to Firm Valuation
 - ✓ Free Cash flow to Equity Valuation
- Arriving at buy/sell recommendations and generating research reports

Module 3: Futures & Options

- Application of Derivatives: Arbitrage, Hedging, Speculation
- Understanding concepts of Margins, Mark to Market & Settlement for effective trading
- Option payoff diagrams, Pricing and Analytics
- Interpretation of Option Greeks Delta, Gamma, Vega & Theta
- Analysis of market indicators such as Open Interest, Roll Over, Roll Over Costs, Long & Short Roll Over, Put Call Ratio, Volatility & Implied Volatility.
- Strategies based Risk Appetite in Volatile Markets & Range-Bound Markets, Strangles & Straddles
- Strategies based on a combination of Risk Appetite & Market View, Spreads, Covered Option Strategies

Module 4: Technical Analysis

- Components of Technical Analysis
- In-depth Market Trend Analysis & Interpretation of Chart Patterns
- Application of Moving Averages, MACD, RSI, Indicators
- Entry, Exit and Holding in various market conditions
- Application of Technical Analysis in capital markets

*Please Note: Curriculum is subject to upgradation and revision

Our Workshop Based Programmes

Derivatives Specialist

About the Programme

The programme practically undertakes a guided tour of a complex world of Futures & Options. In the process, students will be able to understand derivatives from an analyst's point of view and also construct derivative trading strategies suitable for various market conditions.

Skill Level after Completion:

Advanced (Specialist in Futures & Options)

Building Expertise in:

Derivatives Analysis, Derivatives Trading

Duration:

18 hours

Curriculum

- Building the concepts of Derivatives: Futures & Options Trading
- Application of Derivatives: Arbitrage, Hedging, Speculation
- Understanding concepts of Margins, Mark to Market & Settlement for effective trading
- Option payoff diagrams, Pricing and Analytics
- Basic strategies in Bullish and Bearish Markets
- Interpretation of Option Greeks Delta, Gamma, Vega & Theta
- Exhaustive analysis and interpretation of market indicators such as Open Interest, Roll-Over, Roll-Over Costs, Long & Short Roll Over, Put Call Ratio, Volatility & Implied Volatility
- Strategies based Risk appetite in Volatile Markets & Range-bound Markets, Strangles & Straddles
- Strategies based on a combination of Risk appetite & Market view, Spreads, Covered Option Strategies
- Unleashing trading strategies under different market conditions

*Please Note: Curriculum is subject to upgradation and revision

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Stocks & Derivatives Foundation

About the Programme

The certification programme builds a strong foundation for equity investing and trading in Futures & Options.

Skill Level after Completion:

Foundation

Creating a Strong Platform for:

Equity & Derivatives Advisory, Relationship Management

Duration:

18 hours

Curriculum

Module 1: Equity Investments/Trading

- Insights of equity markets/stock markets
- Understanding the art of investing in equity markets through real market case studies
- Understanding Sensex, NIFTY and other indices
- Analysis of Corporate Actions
- Risk management, Risk Mitigation Techniques
- Valuations using Price Multiples Approach
- Capturing Market Opportunities
- Tax Implications on Short-term Earnings
- Introduction to Fundamental and Technical analysis
- Understanding Online Platforms for Trading

Module 2: Fundamental Analysis Foundation

- Understanding basics of Fundamental Analysis, importance & various approaches to Fundamental Analysis
- Understanding the difference between Fundamental Analysis and Technical Analysis
- Application of Fundamental Analysis in stock markets
- Analysts Approach to Fundamental Analysis
 - Economic analysis, Industry, Business life cycle stage, Company, Ratio Analysis

***Please Note: Curriculum is subject to upgradation and revision**

Module 3: Futures & Options Foundations

- Building the concepts of Derivatives: Futures & Options Trading
- Application of Derivatives: Arbitrage, Hedging, Speculation
- Understanding concepts of Margins, Mark to Market & Settlement for effective trading
- Option payoff diagrams, Pricing and Analytics
- Appropriate strategies in Bullish and Bearish Markets
- Interpreting Open Interest, Put Call Ratio, Roll-Over and Volatility Market Indicators
- Live Trading/Simulations on Futures & Options

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Pillars of Equity Investments

About the Programme

Pillars of Equity Investments is a tailor-made certification programme for students intending to acquire practical knowledge in stock investing & trading.

Skill Level after Completion:

Foundation

Creating a Strong Platform for:

Equity Advisory, Relationship Management

Duration:

14 hours

Curriculum

- Insights of Equity Markets/Stock Markets
- Understanding the art of investing in equity markets through real market case studies
- Understanding Sensex, NIFTY and other indices
- Analysis of Corporate Actions
- Risk Management, Risk Mitigation Techniques
- Valuations using Price Multiples Approach
- Capturing Market Opportunities
- Tax implications on Short-term earnings
- Introduction to Fundamental and Technical Analysis
- Understanding basics of Fundamental Analysis, importance & various approaches to Fundamental Analysis
- Understanding the difference between Fundamental Analysis and Technical Analysis
- Application of Fundamental Analysis in stock markets
- Analysts Approach to Fundamental Analysis
 - Economic analysis, Industry, Business life cycle stage, Company, Ratio analysis
- Understanding Online platforms for trading

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Testimonials

*The course was relevant and was successful in generating interest in this field.
The faculty is excellent."*

- Rahul Mukherjee
MDI, Gurgaon. Batch 2011-2013

"It was an extremely helpful programme. The experience of the faculty has helped us get a practical view of investing."

- Soumya Agrawal
MDI, Gurgaon. Batch 2011-2013

"I always wanted to invest. This programme has given me sufficient knowledge, motivation and impetus to invest. Thank you very much for conducting this programme."

- Manasa Malipeddi
MDI, Gurgaon. Batch 2011-2013

"It was great to learn the basics of capital markets."

- Amrit Keyal, Management Student
FMS, Delhi. Batch 2010-2012

"The programme is comprehensive."

- Ankur Jarora
FMS, Delhi. Batch 2010-2012

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Our Modes of Training

Classroom Training

- ✓ At College Campus
- ✓ At ICICIdirect Centre for Financial Learning

How can the Institute/College/University associate with us?

- Workshop Based Learning
- Curriculum Integration
- Joint-Certification
- Authorised Financial Learning Partner
- Business Associate

Contact us:

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