



Fundamentals of Investing

Introduction

The primary function of the equity / security market is to enable the flow of capital from those that have it to those that need it. However, a majority of the crowd are more concerned with the volume of activity than its economic utility. A majority of the participants frenetically trade long-term securities on a very short-term basis, each trying (often unsuccessfully) to outguess and consequently outperform others doing the same thing. Because of this, the desired end result – Sustainable Consistent Returns remains a far-fetched goal. This programme aims to help participants understand the process of selecting stocks and creating portfolios.

What will you learn?

The goal of this programme is to identify the pitfalls faced by investors, particularly retail investors. We will highlight and explain where a majority of the market participants go wrong, and thereby help investors learn to avoid these losing strategies. During the course, we will also try and explain one particular path for investors i.e. a Value-investment Philosophy or Value Investing.

Schedule

Saturday (Part I): 4 hours

- Basics of stock investing
- How to read financials of a company
- Analysis of non-financials of a company
- Interpretation of financial ratios of a company
- Case-study to analyse ratios

Sunday (Part II): 4 hours

- A value-investment philosophy
- Defining your investment goals
- Value investing and margin of safety
- The art part of successful investing
- Creating a value portfolio

Programme duration

Saturday & Sunday (8 - 9 hours)

Programme fees

₹6,000

To register online

Visit learning.icicidirect.com or SMS 'EDU' to 5676766 or call us at +91 8451942818/ 8451057943 (please call between 10:00 a.m. to 6:00 p.m. from Monday to Friday)

For any queries

Please feel free to write to us at learning@icicisecurities.com

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