

About the programme

Stock Markets 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.

It is designed for students who are eager to acquire practical knowledge in stock markets for Extensive Domain Skill Enhancement in Financial Services such as:

Equity Research

- a. Fundamental Analysis
- b. Technical Analysis

Derivatives

- a. Analysis
- b. Trading Strategies

Equity Advisory

Relationship Management

Our Edge

✓ Industry Experts as Faculty

Learning from highly qualified and experienced Practitioners having a domain expertise and a natural flair to teach

✓ Practical Learning

Acquiring Practical Knowledge through

- Real Market Case-study based learning
- Highly researched study material designed by experts
- Real-time/Simulated on-line trading demonstration and access to live markets

✓ Enhancing Industry Acceptance

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

Pedagogy

By embossing 10+ years of domain expertise of ICICI Securities Limited 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.

The Practice Oriented Pedagogy



Curriculum*

Module 1: Stock Investing / Trading

- ✓ Insights of Equity Markets / Stock Markets
- ✓ Understanding 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 on-line platforms for Trading

Module 2: Fundamental 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
- ✓ Indepth Analysis to arrive at an Investment Decision through:
 - Price Multiple Approach
 - Industry Comparison
 - Peer Comparison
 - Historical Comparison
 - Justified Multiple Analysis
 - Dividend Discount Model Valuation approach
 - Free Cash flow to Firm Valuation
 - Free Cash flow to Equity Valuation

Module 3: Futures & Options

- ✓ 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

Module 4: Technical Analysis

- ✓ Conceptual understanding of Technical Analysis
- ✓ Components of Technical Analysis
- ✓ In-depth Market Trend Analysis & Interpretation of Chart Patterns
- ✓ Application of Moving Averages, MACD, RSI, Indicators for prompt Buy/Sell Decision making
- ✓ Entry, Exit and Holding in various Market conditions for appropriate decision making
- ✓ Steps to apply Technical Analysis in Capital Markets
- ✓ Practical exposure to Technical Analysis Tools

***Duration : 70 to 75 hours**

Certification

Grade Certification will be awarded after successful completion of:

- ✓ Classroom Sessions
- ✓ Live / Simulated Practical Sessions and Tests

Venue

College Campus and ICICIdirect Centre For Financial Learning Centres

Contact Us	
ICFL Branches:	ICFL Authorised Learning Centres:
Bengaluru - Jayanagar 5 th Block +91 9108683683	Bengaluru - Kormangala +91 9742273109
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* Curriculum and Duration of the programme is subject to revision from time to time