Professional Career Oriented Financial Market Courses

(Seats are Limited)
Prospectus Price Rs. 200/-

Bharatiya Vidya Bhavan
Sardar Patel College of Communication and Management
Diploma in Financial Market & Stock Market Short Courses

Kasturba Gandhi Marg, New Delhi-110001
Phone: (011) 23386604, 41066016, 45874321
Sardar Patel College of Communication and Management

About The College
Established in 1957, Bharatpur Vidyapeeth Bharat’s Sardar Patel College of Communication and Management is an institution of pre-eminent professional education in Delhi. A constituent College of Rajasthan Pratisthan Institute of Communication and Management, it boasts a distinguished alumni list. Located in the heart of the city, Sardar Patel College is offering avenues of continuing education, mainly to those in employment as well as others who are simultaneously pursuing opportunities in academic and professional areas. It nearly half a century of distinguished service the College has produced outstanding professionals in the areas of Communication and Management. In addition to the Subjects Mentioned in the Syllabus, every course is brimming knowledge points to enhance the skill and employability of the students.

Outcome of The Course
We are introducing number of Financial Courses which will provide in depth knowledge of stocks, derivatives, shares, commodity and currency market etc. The course is designed to give you full knowledge of the market so that you could invest wisely and who are an advisor or broker in financial consult with any firm.

Courses Detail:
A. Advanced Diploma in Global Financial Market 1 Year Part Time
B. Stock Market Crash Course 3 Months Part Time
C. Forex and Cryptocurrency Trading 2 Months Part Time
D. Certified Research Analyst 2 Months Part Time
E. Certified Technical Analyst 2 Months Part Time
F. Options Trading Strategies 2 Months Part Time

Programme Director: Ms. Hema Gupta

Eligibility Criteria
The candidates should be Minimum 12th (Senior secondary) pass from any recognized Board/Institutions. Anybody who wants to build his/her career in financial field.

Course - A
Advanced Diploma in Global Financial Market

About The Course
A financial market is a broad term describing any marketplace where trading of securities including equities, bonds, currencies, derivatives take place. This course would give insights into stocks, derivatives, shares, commodity and currency market. It would be a one year course, career driven, divided into several modules to give you practical knowledge of the financial market operations. The course is divided into 12 modules, catering to the ease of participants and to incorporate the practical knowledge to you through live training with industry experts.

Detailed Curriculum

MODULE 1: Capital Market
- Elementary knowledge of capital market
- Knowledge of global financial market
- Types of participants and their impact
- Global stock exchanges and how they work
- Understanding and methodology
- About trading members
- Importing knowledge of trading software
- Clearing and settlement process
- Legal framework and regulations
- How to use this knowledge and certification

MODULE 2: Derivatives market and its operations
- Introduction to Derivatives, Type of derivative contracts
- Understanding of future, forward, option and SWAP
- Futures contracts, Mechanism & pricing of Forward contracts
- Trading, Clearing and Settlement, Risk Management in Derivatives
- Understanding of Options and its (call & put)
- Regulatory Framework
- Accounting of Derivatives

MODULE 3: Fundamental analysis
- Valuation models
- Company Analysis
- Industry Analysis
- Discussion about Economic Terminology
- Case studies
- Stock Analysis

MODULE 4: Technical Analysis
- Basic Understanding of Technical Analysis
- Difference between Fundamental and Technical analysis
- How to read different charts
- How to make money through technical analysis
- Live trading
- Classroom Activities

MODULE 5: Mutual Fund
- Complete knowledge of mutual fund industry
- How to make career in mutual fund industry
- Basics of financial planning through Mutual Funds
- Non calculations
- AMFI Exam & Certification
- Outdoor & Indoor Activities

MODULE 6: Forex Derivatives
- Basic Knowledge of Global currency Market
- How to apply strategies for making money
- Trading, Clearing, Settlement and Risk Management process
- Forex trading
- Practical Exam and Assignment

STOCKS
Stocks are still the best of all the poor alternatives in an era of inflation

Maruti Suzuki
### Module 7: Options Market and Various Strategies
- Call and Put option Differentiation strategy
- How to make money from option Market
- Practical and Assignment
  - Live Trading and Classroom Activities

### Module 8: Investment Advisor
- Different Type of Capital Market
- Financial Analysis and valuation
- Modern portfolio theory
- Trend calculation
- Capital Market efficiency
  - Portfolio Management
  - Exam & Certificate
  - Case Studies and Activities

### Module 9: Commodity Analysis Basics of commodity market
- International Vs Domestic Commodities
- How to make money from commodity trading
- Fundamental of Commodities
- Use Trading
  - Case Studies
  - Practical Exam & Assignment

### Module 10: Security, Operation and Risk Management
- Understanding of Margin Concept
- Internal and External Policy about Risk Management
- Knowledge of Demat, Banking, KYC
- Compliance knowledge
  - Case Studies
  - Exam & Certifications

### Module 11: Certified Research Analyst
- Basics of Indian Securities Market
- Micro and Macro Analysis
- Scenario Analysis
- Top Down and Bottom Down Approach
- Qualitative and Quantitative Method
  - Practical Exam & Assignment
  - Case Studies

### Module 12: Presentation, Interview skills and Internship (1 Month)
- Presentation Skills
- Soft Skills
- Dressing Sense
- Body Language
- Public Speaking Skill
- Resume Writing

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### Exam Policy
- 10 SEBI Certifications exams by NCFM & NISM. Final Exam by Bharatiya Vidya Bhavan
- Only Successful Candidates will Get Certificate.

### Event & Activities
- Workshops, Seminar and Indoor & Outdoor Activities will be informed Time to Time

### Fee Structure
- Fees to be paid at the time of admission in the form of Cash/Pay Order in favour of Bharatiya Vidya Bhavan payable at an UCO Bank in Bhavan’s premises, New Delhi.

<table>
<thead>
<tr>
<th>Description</th>
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<td>₹ 3000</td>
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<td>4 Course Material Fee</td>
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*Terms and Conditions:
- Fees include all GST & All other
- No Refund Policy unless prior consent
- The fee will be payable in 3 instalments: the first instalment of ₹ 30,000 at the time of admission and the last installment of ₹ 35,000 is to be paid within 3 months of the Admission.

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**RULES**

Rule 1 – Never lose money.
Rule 2 – Never forget Rule 1.
## Course - B

### Stock Market Crash Course

**About The Course**

This course is designed for those who are beginners and want to learn about stock market and financial world. This course will provide learning about Stock Market, Commodity Market, Foreign Market, Fundamental, Technical and Risk Management with the theory and live trading platform. Everyone who is Trader, Investor, Stock Broker, Portfolio Manager, Researcher, Arbitrageur, Investment Consultant, Students and want to pursue their career in Financial field, can join this course.

### Detailed Curriculum

#### MODULE 1: Capital & Financial Market
- Knowledge of Financial Market
- Capital Market and stock Exchange how they work
- Type of participants and their working
- Legal framework and regulations

#### MODULE 2: Derivative Market & Option Strategies
- What is derivatives Market? How it works
- Understanding of future, forward and option Market
- Trading, Clearing & Settlement
- Regulatory Framework

#### MODULE 3: Fundamental & Technical Analysis
- Industry Analysis
- Discussion about Economic Terminology

#### MODULE 4: Currency Derivatives and Commodity Market
- Introduction to Currency Market in India
- Different Trading Strategies
- Trading, Clearing & Settlement

#### Module 5: Security, Operations and Risk Management
- Understanding of Margin Concept
- Compliance Knowledge
- Knowledge of Demat, Banking and KYC

### Course Overview

- **Duration**: 3 months (Part time)
- **Batch and Timing**: Saturday & Sunday
- **Exam Policy**:
  - 3 SEBI Certifications exams by NCFM & NISM, Final Exam by Bharatiya Vidya Bhavan
  - Only Successful Candidate will Get Certificates.

### Exam and Activities

- Lots of Classroom activities included in the courses with live trading & practical exams.

### Fee Structure

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*Fee inclusive of GST and All Taxes

**SEBI Certification Fee is Extra**
Course - C  Forex And Crypto Currency Trading

This course has been designed for the people who want to make their career in forex market, banking treasury department, export import, currency hedging, successful currency trader, those who want to make their own currency business and want to open forex advisory firm.

Programme Highlight:
- What is crypto currency including Bitcoin
- Basic Knowledge of NSE traded currencies
- Understanding about Global Forex Market and how it works
- Inflation Factors
- Fundamental and Technical Aspects
- How to start Forex Business
- Discussion about trading strategies
- What is the benefit of certification?
- Live Trading
- Practical Exam and Assignment
- Classroom Activities

Course Overview

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<th>Duration</th>
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<td>Batch and Timing</td>
<td>Saturday &amp; Sunday (9 Week Course)</td>
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<td></td>
<td>For Current Batch &amp; Timings Contact to Reception</td>
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</table>

Exam Policy

- NISM Currency Derivative Exam and Final Exam with Bhartiya Vidya Bhavan.
- Only Successful candidates will get certificates.

Event and Activities

List of Classroom activities included in the course with live trading & practical Exam.

FEE STRUCTURE

Fees to be paid at the time of admission in the form of Cash/Play Order in Favour of Bhartiya Vidya Bhavan payable at UCO Bank in Bhavan’s premises, New Delhi.

| 1 Admission Fee (Non-Refundable) | ₹ 2,000 N.R |
| 2 Tuition Fee | ₹ 14,000 |
| 3 Course Material Fee | ₹ 5,000 |
| 4 Library & Lab Charges | ₹ 2,000 |
| **TOTAL** | **₹ 23,000** |

*Free of Indirect GST and All Taxes.
*SEBI Certification Fee is Extra.

Course - D  Certified Research And Fundamental Analyst

SEBI Certified Research Analyst Certification Examination covers in-depth understanding of research and analysis of data and news analysis. This is a research-oriented course specializing in research of stock market and compulsory to become an analyst to give tips or advice in share market in India.

Benefit of The Course

This course will provide the deep study for people those want to make career in financial, research and portfolio Management field, can get job in banks, trading house, and research companies and can open their own advisory firm and can become a professional investor.

Detailed Curriculum

Module-1 Introduction to Research Analyst Profession

1.1 Primary role of a Research Analyst
1.2 Basic principles of interaction with Company/Clients
1.3 Primary responsibilities of a Research Analyst
1.4 Important qualities of a Research Analyst

Module-2 Introduction to Securities Market

- Introduction to Securities and Securities Market
- Product Definitions / Terminology
- Equity Shares
- Debentures/Bonds/Notes
- Warrants and Convertible Warrants
- Index
- Mutual Fund Units
- Exchange Traded Funds
- Derivative Securities
- Various Types of Securities

Module-3 Terminology in Equity and Debt Markets

- Terminology in Equity Market
- Price Volume
- Book Value
- Market Value
- Replacement Value
- Intrinsic Value
- Market Capitalization
- Emerging Value
- Earnings History, Trading and Forward
- Motley
- Preference
- Redemption of a Bond
- Holding Period Returns
- Current Yield, Yield to Maturity (YTM)
- Duration and Modified Duration
- Convexity
- Types of Bonds

Module-4 Fundamentals of Research

- What is Investing
- Research on businesses or stocks
- Fundamental Analysis Top down approach and Bottom up approach
- Technical Analysis
- Behavioural Finance
### Module 5: Economic Analysis
- Basic principles of microeconomics
- Basic principles of macroeconomics
- Introduction to various economic variables
- National Income
- Savings and Investments
- Inflation (Consumer/Wholesale Price Index) and Interest rate
- Fiscal policies and their impact on Economy
- General Anti Avoidance Rules (GAAR)
- Monetary policies and their impact on Economy
- International trade, Exchange rate and Trade Deficit
- Globalization Positives and Negatives
- Sources of information for economic analysis

### Module 6: Industry Analysis
- Dr. Michael Porter’s five force model for industry analysis
- Industry rivalry
- Threat of substitutes
- Bargaining power of buyers
- Bargaining power of suppliers
- Barriers to entry
- Political, Economic, Social, cultural, Technological, Legal and Environmental (PESTLE) Analysis
- Boston Consulting Group (BCG) Analysis
- Structure Conduct Performance (SCP) Analysis
- Key Industry Drivers
- Regulatory environment/Framework
- Sources of information for industry analysis

### Module 7: Company Analysis Qualitative Dimensions
- Understanding Business and Business Models
- Competitive Advantages/Points of differentiation over the competitors
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Quality of management (including independent directors) and governance
- Filing power and sustainability of this power
- Organization structure

### Module 8: Company Analysis Quantitative Dimensions
- History of Business vs Future of Business
- Basics of Profit and Loss Account (P&L)
- Basics of Balance Sheet (B/S)
- Basics of Cash Flow
- Contingent Liabilities, Off balance sheet items, Accounting Policies, Notes to Accounts
- Basics of Directors affecting to Companies
- Important points to keep in mind while looking at financials
- Quality of business in the past through quantitative lenses
- Profitability ratios
- Return ratios
- Leverage ratios
- Efficiency ratios
- Sustainability
- Peeping in to future with caution

### Module 9: Corporate Actions
- Philosophy of corporate actions
- Dividend
- Right Issue
- Bonus Issue
- Stock Split
- Share Consolidation
- Merger and Acquisition
- Loan Restructuring
- Buy back of shares
- Opeating of shares
- Share Swap

### Module 10: Valuation Principles
- Differences between Price and Value
- Why Valuations are required
- Sources of Value in a Business: Earnings and Assets
- Discounted Cash Flows model for Business Valuation
- Absolute Valuations vs. Price Value sense
- Capital Asset Pricing Model
- Objectivity of Valuation
- Some important considerations in context of Business Valuation
- Framework of Risk and Return
- Concept of return of investment and return on investment

### Module 11: Fundamentals of Risk and Return
- Concept of return of investment and return on investment
- Calculation of simple, compound and compounded returns
- Risk in Investments
- Concepts of market risk (Beta)
- Sensitivity analysis to assumptions
- Concept of Margin of Safety
- Computation of equity return with bond returns
- Basic Determinants Influencing Investments
- Some pearls of wisdom from Investment Gurus across the world

### Module 12: Qualities of a good Research Report
- Qualities of a good Research Report
- Rating Conventions Over weight, Under weight, Buy, Sell and Hold
- Recommendations
- A sample checklist for Investment Research Reports

### Module 13: Legal and Regulatory Environment
- Regulatory Infrastructure in Financial Markets
- Ministry of Finance (MoF)
- Ministry of Corporate Affairs (MCA)
- Reserve Bank of India (RBI)
- Securities and Exchange Board of India (SEBI)
- Insurance Regulatory and Development Authority (IRDA)
- Pension Fund Regulatory and Development Authority (PFRDA)
- Forward Markets Commission (FMC) etc.
- Securities and Exchange Board of India (SEBI) Act, 1992
- Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015
- Code of Conduct and Ethics for Research Analysts
- Disclosure Requirements for Research Analysts

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**SAVINGS**

Don't save what is left after spending but spend what is left after savings.
**Course Overview**

- **Duration:** 2 months (Part Time)
- **Batch and Timing:** Saturday & Sunday (9 Week Course)
- **Fee for Current Batch & Timings Contact to Receipt**

**Exam Policy**

- Online Research Analyst Exam and Final Exam with Bharatiya Vidya Bhawan.
- Only Successful candidate will get certificate.

**Event and Activities**

- Lots of Classroom activities included in the courses like trading & practical Exam.

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### FEE STRUCTURE

Fees to be paid at the time of admission in the form of Cash/Check Order in Favour of Bharatiya Vidya Bhawan payable at UCO Bank in Bhavan’s premises, New Delhi.

<table>
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<td>Tuition Fees</td>
<td>₹ 15,000</td>
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<tr>
<td>Course Material Fee</td>
<td>₹ 6,000</td>
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<tr>
<td>Library &amp; Lab Charges</td>
<td>₹ 2,000</td>
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<td><strong>TOTAL</strong></td>
<td><strong>₹ 25,000</strong></td>
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*Fee Excludes GST and Delivery.*

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**Course - E**

**Certified Technical Analyst**

**About The Course**

This course is designed for those who want to understand about technical study and want to be Professional and Certified Technical Analyst. This course will provide detailed knowledge about working on various charts and how to make profit with the help of Technical Study. Everyone who is Trader, Investor, Stock Broker, Portfolio Manager, Researchers, Antimonger, Investment Consultant Students and want to pursue his/her career in financial field, can join this course.

**Detail Curriculum**

**Module-1: Introduction to Technical Analysis**

- Type of Analysis
- Fundamental Vs Technical Analysis
- Benefits and Limitations of Fundamental Analysis
- Benefits and Limitations of Technical Analysis
- Origin of Technical Analysis
- Assumptions of Technical Analysis
- Components of Technical Analysis
- The Dow Theory
- The Principle Rule of Dow Theory
- Elliott Wave Theory and Series

**Module-2: Types of Charts**

- Line Chart
- Bar Chart
- Candlestick Chart
- Kagi Chart
- Point & Figure Chart
- Barchart Chart
- Three Line Break Chart

**Module-3: Types of Trend**

- Uptrend
- Downtrend
- No Trend (Sideways)
- Trendline

**Module-4: Chart Patterns I: Classical Patterns**

- Head & Shoulder
- Inverted Head & Shoulder
- Double Top / Bottom
- Triple Top / Bottom
- Flag & Pennant
- Triangle (Symmetrical, Ascending, Descending)
- Wedge Patterns
- Reversal Top / Bottom
- Cup & Handle

**Module-5: Chart Patterns II: Candle Stick Patterns**

- Doji
- Hammer
- Inverted Hammer
- Inside Bar
- Hanging Man
- Morning Star
- Evening Star
- Shooting Star
- Pounding Line
- Dark Cloud Cover
- Bullish Engulfing
- Bearish Engulfing

**Module-6: Oscillators & Indicators**

- Meaning of Indicators
- Types of Indicators (Lead D / Lagging)
- ADX, +DI / -DI
- VWAP & VWMA
- Super Trend
- Ichimoku Cloud
- Multi Time Frame Application
Module 7: Support & Resistance
- Identifying Support & Resistance
- Change of Support to Resistance and vice versa
- Fibonacci Sequences
- Fibonacci Retracement & Extension
- Four Stages: Accumulation, Markups, Distribution and Panic Liquidation

Module 8: Gaps & Gaps Analysis
- Types of Gaps
  - Common Gap
  - Breakaway Gap
- Runaway Gap
- Island Cluster

Module 9: Moving Averages
- Simple Moving Averages
- Exponential Moving Averages
- How to Trade on Moving Averages

Module 10: MACD
- What is the MACD and how is it Calculated?
- How to Trade on MACD

Module 11: RSI
- Momentum Theory
- Calculation of the RSI
- How to Trade on RSI

Module 12: Stochastic
- Overview
- Construction
- How to Trade on Stochastics

Module 13: William %R
- Overview
- Signals
- How to Trade on William %R

Module 14: Bollinger Bands and Money Flow Index
- Few Rules for Beginners
- How to Trade on Bollinger Bands
- How to use Multiple Indicators
- How to Trade on MFI

Module 15: Money Management Concepts
- Risk Management
  - Capital Per Trade
  - Risk Per Trade
  - Profit per Trade
  - Position Sizing / Sweeping
- Risk/Reward Ratio

Module 16: Construction of Trade Plan
- Combining Everything: Patterns (Classical & Candles) & Indicators
- Identification of "No Trade Zone"
  - Rules for :
    - Long Entry & SL
    - Short Entry & SL
    - Long Exit
    - Short Exit

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Course Overview
- Duration: 2 months (Part Time)
- Batch and Timing: Saturday & Sunday (9 Week Course)
- Exam Policy:
  - NISM Technical Analysis Exam and Final Exam with Bhartiy Vidya Bhavan.
  - Only Successful candidates will get certificates.

Event and Activities
- Lots of Classroom activities included with the online trading & practical Exam.

Fee Structure
- Fees to be paid at the time of admission in the form of Cash / Pay Order in favour of Bhartiy Vidya Bhavan payable at UCO Bank in Bhavan's premises, New Delhi.

<table>
<thead>
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<td>3 Course Material Fee</td>
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<td><strong>39500</strong></td>
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*GST and All Taxes Included
**GST Certification Fee in Extra

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"I don't try to turn over seven footers. Look around for one-footer's that I can take over."

Warren Buffett
Course Overview

Duration: 2 months (Part Time)
Batch and Timing: Saturday & Sunday (9 Week Course)
Contact for Current Batch & Timing Contact to Bhavan

Exam Policy
- NISM Options Trading Strategies Exam and Final Exam with Bharat Vidya Bhavan.
- Only Successful candidates will get certificates.

Event and Activities
- Lots of Classroom activities included in the courses with free training & practical Exam.

Fee Structure
- Fees to be paid at the time of admission in the form of Cash/Cheque Order in Favor of Bharat Vidya Bhavan payable at UCO Bank in Bharat’s premises, New Delhi.

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*See Note of GST and All Terms
*ISEI Certification Fee is Extra

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**About The Course**
This programme is designed for those who want to learn about Options and Derivatives Markets. This study will provide detailed knowledge about Option Market and how to make money using various types of formulas and methods. Everyone who is Trader, Investor, Stock Broker, Portfolio Manager, Researcher, Arborager, Investment Consultant and want to pursue his/her career in Financial Field, can join this course.

**Detail Curriculum**

**Module - 1: Introduction of Options**
- Meaning, Definition, Illustration
- Terminologies: Lot Size, Expiry, Margin / Premium, Spot, Strike, Exercise
- Types of Options: (Call Option / Put Option)
- Buyer of Option Call / Put vs Seller of Option (Call / Put)
- Non-Exercise of Options (ITM/ATM/OUTM)
- Pricing of Option Premium:
  - (a) intrinsic value & extrinsic value (IV)
  - Study of Greeks - Delta, Theta, Vega, Gamma, Rho

**Module - 2: Introduction to Derivatives**
- Forward & Futures
- Difference between Forward & Futures & Futures Market & Its Application
- Terminologies:
  - Lot Size, Margin, Expiry, Basis, Premium, Discount, ATM, FSI

**Module - 3: Open Interest**
- Meaning & Calculation of Open Interest
- Analysis & Interpretation of Open Interest
- Option Chain (Meaning, Analysis & Interpretation)
- Max Pain Theory

**Module - 4: Option Pricing, Chain and Black - Scholes Analysis**
- Option Pricing - Call & Put Parity
- Option Chain Analysis
- Black - Scholes Option Pricing Model

**Module - 5: Options Strategies**
- *One Leg Strategies:
  - (a) Bullish Strategies: Long Call, Short Put
  - (b) Bearish Strategies: Long Put, Short Call
- *Two Leg Strategies:
  - (a) Bullish Strategies: Bull Call Spread, Bull Put Spread
  - (b) Bearish Strategies: Bear Call Spread, Bear Put Spread
  - (c) Covered Call, Straddle, Strangle

**Module - 6: Regulatory Aspects**
- # Income Tax Implications:
  - (a) Brokerage
  - (b) STT
  - (c) Transaction Charges
  - (d) GST on Brokerage & Transaction Charges
  - (e) SMS Charges
  - (f) Stamp Duty

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I always knew I was going to be rich. I don’t think I ever doubted it for a minute.
- Warren Buffett
## Refund of Fees
- 80% of the Fee (excluding Admission Fee) before commencement of the course, as written request.
- 75% of the Fee (excluding Admission Fee) after commencement of the course for those students who have not attended any class till the 1st week.
- No refund after 1st week.

The Fee has to be deposited in: The Bhavan’s Premises

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## Other Information

### Library
Bhavan's has a Reference Library which does not issue books or loan; facilities are provided to read the book and journal in the library only.

### Attendance
A minimum of 80% attendance at lectures is required.

### Schedule
Time Table and Day Schedule will send to constitute time to time for all.

### Placement
The college will provide help in placement facility to those eligible students.

### Examination and Passing Standards
- First Class: A Successful candidate scoring 80% and above will be placed in the I Class.
- Second Class: A Successful candidate scoring 60% and above will be placed in the II Class.
- Pass Class: A Successful candidate scoring 50% and above will be placed in the II Class.
- Failed: Less than 50%.

### Admission Programme
Admission would be on the first come first served basis. Seats are limited.

### Contact Details

#### Program Co-ordinator
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If you don’t find a way
to make money while you sleep,
you will work until you die.

– Warren Buffett