



Empower Excel Elevate

10 Weeks Program in
STOCK MARKET
Integrated with **Top experts from MNCs**



ABOUT COMPANY

An Idea of learning and upskilling every single day for the hope of a better tomorrow.

LearnFlu is nothing but an Idea. An Idea of learning and upskilling every single day for the hope of a better tomorrow. LearnFlu is also a disease, which every being alive wishes to have. A disease of learning something new and interesting for the growth they desire



WE OFFER



PROGRAM HIGHLIGHTS

WHY THIS PROGRAM IS YOUR BEST CHOICE

- 01 LIVE INTERACTIVE SESSIONS WITH INDUSTRY EXPERTS
- 02 MENTOR-DRIVEN SPRINT-BASED REAL-WORLD TEAM PROJECTS
- 03 LIVE MENTORSHIP
- 04 PERSONALISED MENTORSHIP AND CAREER GUIDANCE
- 05 CAREER ASSISTANCE
- 06 DOUBLE CERTIFICATION & CREDIT REPORT
- 07 PLACEMENT ASSISTANCE

COURSE CURRICULUM



This Stock Market Curriculum provides a comprehensive understanding of the stock market, covering topics from basic market concepts to advanced trading strategies and algorithmic trading. Students will learn to analyse financial statements, use technical and fundamental analysis, and design trading algorithms. The capstone project will allow them to apply their learning to real-world stock market scenarios and build an investment portfolio.

Module 1: Overview of the Stock Market
Chapter 1: Introduction to Stock Markets
 - What is a stock market?
 - Key players in the stock market: investors, traders, institutions
 - Stock exchanges: major global exchanges (NYSE, NASDAQ, LSE, BSE, NSE)
Chapter 2: Types of Stocks and Securities
 - Types of stocks: common vs. preferred
 - Other securities: bonds, mutual funds, ETFs, derivatives
 - How stocks and other securities are traded
Chapter 3: Stock Market Indices
 - What are stock market indices?
 - Major indices: S&P 500, DJIA, FTSE 100, Nifty, Sensex
 - How indices are calculated and their significance

Module 3: IPOs, Buybacks, and Offer for Sale (OFS)
Chapter 1: Initial Public Offering (IPO)
 - What is an IPO?
 - Process of launching an IPO: pricing, book-building, and listing
 - How to evaluate an IPO: key factors to consider
Chapter 2: Stock Buybacks
 - What is a stock buyback?
 - Reasons companies opt for buybacks
 - Impact of buybacks on stock price and shareholders
Chapter 3: Offer for Sale (OFS) and Rights Issues
 - Understanding offer for sale (OFS) mechanisms
 - Rights issues: how they work and their implications for shareholders
 - Differences between IPO, OFS, and rights issues

Module 2: Market Fundamentals and How the Market Works
Chapter 1: Supply and Demand in the Stock Market
 - Basic economics of supply and demand in the stock market
 - Factors affecting stock prices: company performance, news, market sentiment
 - Market orders, limit orders, and the role of liquidity
Chapter 2: Types of Markets: Primary vs. Secondary
 - Difference between primary and secondary markets
 - Initial public offering (IPO) and secondary market trading
 - Role of underwriters and institutional investors in the primary market
Chapter 3: Market Participants and Their Roles
 - Retail investors, institutional investors, brokers, and market makers
 - Regulators and their role in the stock market (SEC, SEBI, etc.)
 - Impact of foreign institutional investors (FIIs) on markets

Module 4: Financial Analysis of Companies
Chapter 1: Understanding Financial Statements
 - Key financial statements: income statement, balance sheet, cash flow statement
 - How to read and interpret financial statements
 - Key performance indicators (KPIs): revenue, profit, margins, earnings per share (EPS)
Chapter 2: Ratio Analysis and Valuation
 - Key financial ratios: liquidity, profitability, solvency, and efficiency ratios
 - Valuation methods: P/E ratio, P/B ratio, EV/EBITDA
 - Importance of ratio analysis in stock evaluation
Chapter 3: Earnings Reports and Forecasts
 - Importance of earnings reports in stock analysis
 - Understanding forward-looking statements and guidance
 - How earnings surprises and revisions affect stock prices

Module 5: Stock Market Analysis: Technical and Fundamental
Chapter 1: Fundamental Analysis of Stocks
 - Long-term focus: analysing a company's financial health, management, and market position
 - Industry and sector analysis
 - Economic indicators and their impact on stock prices
Chapter 2: Technical Analysis of Stocks
 - Introduction to technical analysis: charts, patterns, and indicators
 - Common technical indicators: moving averages, MACD, RSI
 - Support, resistance, and trend analysis
Chapter 3: Combining Fundamental and Technical Analysis
 - Integrating both methods for better investment decisions
 - Case studies of stocks using combined analysis
 - Pros and cons of each method in different market conditions

Module 7: Algorithmic Trading and High-Frequency Trading (HFT)
Chapter 1: Basics of Algorithmic Trading
 - What is algorithmic trading?
 - Key concepts: automation, backtesting, and market data analysis
 - Overview of trading algorithms: market-making, arbitrage, trend-following
Chapter 2: Developing Trading Algorithms
 - Steps to develop a basic trading algorithm
 - Key programming languages for algo trading: Python, R
 - Backtesting algorithms and evaluating performance
Chapter 3: High-Frequency Trading (HFT)
 - Understanding high-frequency trading (HFT) and its role in markets
 - Key components of HFT: speed, co-location, and liquidity
 - Regulatory considerations and risks of HFT

Module 6: Advanced Trading Strategies
Chapter 1: Day Trading and Swing Trading
 - Introduction to day trading and swing trading
 - Key strategies for intraday and short-term trading
 - Risk management techniques in short-term trading
Chapter 2: Options, Futures, and Derivatives Trading
 - Introduction to options and futures markets
 - How options and futures can be used for hedging and speculation
 - Understanding basic options strategies: calls, puts, straddles, and spreads
Chapter 3: Hedging and Arbitrage Strategies
 - Introduction to hedging techniques using derivatives
 - Understanding arbitrage opportunities in stock markets
 - Implementing arbitrage strategies in real-time market scenarios

Module 8: Capstone Project and Future Trends in Stock Markets
Chapter 1: Case Study: Real-World Stock Market Analysis
 - Analysing real stock market scenarios and trends
 - Evaluating companies based on their financials, news, and market sentiment
 - Presenting stock picks based on fundamental and technical analysis
Chapter 2: Capstone Project: Building an Investment Portfolio
 - Designing a diversified stock portfolio using the principles learned
 - Balancing risk and reward through sector and asset allocation
 - Tracking portfolio performance over time
Chapter 3: Future of Stock Markets and Technological Innovations
 - Emerging trends: blockchain, cryptocurrency, tokenization
 - Impact of AI and machine learning on stock trading
 - Future challenges and opportunities in global stock markets

2 Weeks Major Projects

Jobs You Can Apply

- ◆ Stockbroker / Equity Trader, ₹3 – 10 LPA
- ◆ Equity Research Analyst, ₹5 – 15 LPA
- ◆ Financial Analyst, ₹4 – 12 LPA
- ◆ Portfolio Manager, ₹10 – 30 LPA
- ◆ Investment Banker, ₹8 – 25 LPA
- ◆ Financial Planner / Advisor, ₹4 – 12 LPA.

Projects

- ◆ Algorithmic Trading Systems
- ◆ Real-time Market Sentiment Analysis
- ◆ Blockchain-based Securities Trading.

TOOL BOX



MEET YOUR MENTOR



Madhu s bhatt
Company : MNC
Experience : 7+ years

Madhu S. Bhatt is an accomplished mentor with over 7 years of expertise in stock marketing, showcasing proficiency honed across more than 2 multinational corporations. As the owner of a successful stock marketing agency, Madhu has not only amassed extensive industry experience but also delivered remarkable results. Under his expert guidance, the agency has generated an impressive 15+ crore in profits for clients. Madhu's acumen in the dynamic world of stock markets distinguishes him as a sought-after mentor, ensuring his clients benefit from his wealth of knowledge and strategic insights.

PLACEMENT SERVICES

- REACH YOUR DREAM JOB :**
 AT LEARNFLU, WE ARE DEEPLY COMMITTED TO YOUR LEARNING JOURNEY AND DEDICATED TO YOUR CAREER SUCCESS. OUR COMPREHENSIVE PLACEMENT SERVICES ARE TAILORED TO HELP YOU WITH THE SKILLS, CONFIDENCE, AND CONNECTIONS NECESSARY TO SECURE YOUR DREAM TECH JOB
- RESUME PREPARATION :**
 CRAFT A STANDOUT RESUME WITH EXPERT GUIDANCE TO EFFECTIVELY HIGHLIGHT YOUR SKILLS AND EXPERIENCE, ENSURING YOU CATCH THE ATTENTION OF RECRUITERS.
- SOFT SKILL PREPARATION :**
 ELEVATE YOUR COMMUNICATION, TEAMWORK, AND LEADERSHIP ABILITIES WITH ENGAGING LIVE SESSIONS AND CUSTOMIZED FEEDBACK, DESIGNED TO HELP YOU EXCEL IN ANY PROFESSIONAL SETTING.
- HIRING PARTNERS AND CAREER PORTAL :**
 GAIN ACCESS TO LEADING TECH COMPANIES THROUGH OUR EXTENSIVE NETWORK OF HIRING PARTNERS AND OUR EXCLUSIVE CAREER PORTAL, DESIGNED TO CONNECT YOU WITH YOUR IDEAL JOB OPPORTUNITIES...
- MENTORSHIP**
 GAIN HANDS-ON EXPERIENCE THROUGH INTERNSHIPS AND MENTORED PROJECTS, EARNING AN INDUSTRY CERTIFICATE

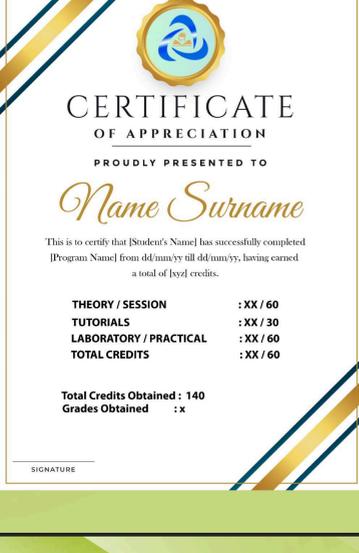
ADDITIONAL SERVICES

- Linkedin optimization**
 Optimizing your LinkedIn profile can greatly enhance your professional online presence and increase your
- Career Guidance**
 Career guidance plays a vital role in helping individuals navigate the complex and often challenging world of work.
- Career Opportunities**
 Career opportunities are essential as they provide pathways for personal and professional growth, financial stability, and the fulfillment of individual potential and aspirations.
- Hands-on experience**
 The importance of hands-on experience, especially in the context of professional development and education, is very substantial to land your first job.
- Personality Development**
 Personality development is crucial as it enhances overall personal growth, fosters confidence, and improves interpersonal skills, leading to success in both personal and professional life.



CREDIT VALIDATION REPORT

COURSE COMPLETION CERTIFICATE



INTERNSHIP COMPLETION CERTIFICATE



STUDENTS REVIEWS

- Sravan ★★★★★**
 Very good internship program. My mentors are teaching me more technical stuff. I also recommend my friends to do this internship.
- Vasavi ★★★★★**
 This is the best internship provider with major projects with best experienced mentors.
- Sarvani ★★★★★**
 This is the best internship provider training provider company with 100% job assistance
- Raghu Roy ★★★★★**
 This is the best internship provider with major projects with best experienced mentors.
- Aradhana ★★★★★**
 Learnflu seamlessly merges education and technology, offering a dynamic platform for immersive learning experiences. With innovative tools and engaging content, Learnflu elevates the educational landscape."

- Dinakaran ★★★★★**
 Thank you so much learnflu for giving this wonderful opportunity and developed my knowledge.
- Aju Koshan ★★★★★**
 I enrolled for web Data Analysis Program for April batch and yesterday was my induction session and session was so good and the mentor Syed Aleem have given very insightful information about this internship and Training Programme and I am very much excited regarding the program
- Priya ★★★★★**
 This is a very good learning platform which offers students training and internship program

OUR ALUMNI WORKS AT



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