



Institute of Financial Market Courses  
Your Ladder to Financial Success

# IFMC INSTITUTE

## COURSE BROCHURE



### IFMC BRANCHES

#### LAJPAT NAGAR (DELHI)

E-90,  
FIRST FLOOR,  
LAJPAT NAGAR 1,  
NEW DELHI - 110024

PH: +91-981-021-6889  
+91-981-026-0089

#### VAISHALI GHAZIABAD

PLOT No. 3, 2<sup>ND</sup> FLOOR,  
RELIANCE PLAZA 2  
MAIN MARKET  
SECTOR 4, VAISHALI,  
GHAZIABAD - 201012

PH: +91-120-437-7006

#### NORTH CAMPUS (DELHI)

SHOP No. 3, VIJAY  
NAGAR, HUDSON  
LANE, KINGSWAY  
CAMP, OPPOSITE  
NDPL OFFICE,  
NEAR SHIV MANDIR,  
NEW DELHI - 110009

PH: +91-981-026-0089

#### NOIDA

BASEMENT,  
MAAN SINGH COMPLEX,  
SECTOR 15 MAIN ROAD,  
NEXT TO BHAGMAL  
COMPLEX, NEAR Mc  
DONALD SECTOR 16,  
NOIDA - 201301

PH: +91-981-021-6889

# **CONTENTS**

Diploma in Investment Advisory.....	3
Unique Features of Diploma in Investment Advisory .....	3
What Will You Get?.....	4
Certifications .....	4
Detail Curriculum .....	4
Module 1: capital market & its operation (NISM certification) .....	4
Module 2: Derivatives Market & its Operations (NISM Certification) .....	5
Module 3: Technical Analysis and its Application (NCFM Certification).....	5
Module 4: Investment Advisor (NISM Certification).....	8
Module 5: Research Analyst Certification (NISM Certification).....	8
Module 6 Mutual Fund Distributor via Series.....	10
Who Should Do This Course? .....	13
Career Opportunity .....	13
Admission Criteria and Eligibility: .....	13
ONLINE COURSES .....	14
IFMC YOUTUBE CHANNEL.....	15

## **Diploma in Investment Advisory**

### **Diploma in Investment Advisory**

[www.ifmcinstitute.com/courses](http://www.ifmcinstitute.com/courses)



Diploma in Investment Advisor is one of its kind programme designed by IFMC to meet the dynamic needs of *stock market/share market / financial market /investment advisory*. This programme has two basic and four higher modules of NCFM and NISM series. Today people view share market as a multiphase arena where one can invest in various financial instruments and generate profits from share market. For the personnel working this must be aware of all the markets via capital market/derivative market/ technical analysis / mutual funds/research analysis *and* Investment Advisory (SEBI NISM XA series). This newly launched course has 100% job orientation and those who have qualified all the 6 NCFM/NISM certification, have a brighter chance to grow in this industry and make a stable, paying, growing, and satisfying career.

Diploma in Investment Advisory is the most sought-after programme by the student and financial/share market/ banking industry.

Diploma in Investment Advisory *is* 100% job oriented programme.

**APPLY NOW**

## **Unique Features of Diploma in Investment Advisory**

- Diploma in investment advisory includes four higher and two basic modules.
- With this programme, you get higher chances of growth and stability as you cover four higher modules.
- You can upgrade further after doing this programme.
- A complete blend of theory + practical.
- Faculty with more than 15 years experience in teaching and trading.
- Practice on live market.
- Learn to generate calls, tips.
- Learn to correlate data, events, and trends.
- Learn to forecast price.
- Become 100% confident to Trade & Earn.
- 5 tier exposure Faculty, Practical Faculty, Older investor and Trader, Research Team, group discussion, Reliance Securities

## **What Will You Get?**

- NCFM Capital Market Module certification
- NISM Equity Derivative Market Module & NCFM Derivative Market Dealers Module
- NCFM Technical Analysis Certification
- NISM Research analyst certificate
- NISM Mutual Fund Distributor VA certifications
- NISM Investment adviser
- IFMC Certification-DIPLOMA IN INVESTMENT ADVISORY

## **Certifications**

- 4 certificates of NISM modules
  - 2 certificates of NCFM modules
  - Diploma in investment advisory from IFMC
- \*NCFM and NISM Certificates are subjected to appearance for the exam at the NSE Center. You get 100% preparation at the branch
- Note: Examination fee of NSE & SEBI certification is extra as given

**Program Fee – Rs 80,000/-**  
**Programme Duration 6 MONTHS**

**APPLY NOW**

## **Detail Curriculum**

### **Module 1: capital market & its operation (NISM certification)**

- Basic knowledge of capital market (Primary Market & secondary Market)
- Major Market Participants
- Major exchanges and indices
- Legal Framework and regulations
- Trading and Trading Membership
- Clearing and Settlement Process
- Fundamental Valuation concepts Glimpse of various trading software (ODIN, NEAT, NOW) Practical training of market operations
- Practical Classes daily from 10.00am-03.30pm (live trading and methodology)
- Online Mock test (500 Question & answer test series) of NCFM Capital market module

## **Module 2: Derivatives Market & its Operations (NISM Certification)**

- Introduction to Derivatives, Type of derivative contracts
- Understanding of future, forward, option and SWAP
- Future contracts, Mechanism & pricing of Forward contracts
- Understanding of Options and it's (call & put)
- Trading, Clearing, and Settlement, Risk Management in Derivatives
- Regulatory Frame Work
- Accounting of Derivatives
- Practical Classes of 10 hours (live trading and methodology (Futures & Options)
- Online Mock test (1000 Question & answer test series) of NISM Derivative market module

## **Module 3: Technical Analysis and its Application (NCFM Certification)**

### **Introduction about Technical Analysis**

What is technical analysis?

The basis of technical analysis

Difference between technical vs. fundamental analysis

### **Type of Charts**

- Introduction to chart
- The various types of price charts
- Line chart
- Bar chart
- Candlestick chart
- Kagi chart
- Point & Figure chart
- Renko chart
- Three Line Break chart

### **Trend lines**

- What is the purpose of drawing trend lines?
- How to plot trend lines

### **Candlestick study**

#### **One candlestick pattern**

- Doji
- Hammer / Hanging Man
- Inverted Hammer / Shooting Star
- Spinning Top
- Marubozu

### **Double candlestick pattern**

- Bullish /Bearish Engulf
- Bullish /Bearish Harami
- Piercing pattern /Dark cloud cover
- Tweezer Top & Bottom

### **Triple candlestick pattern**

- Morning star /Evening star
- Three white shoulders / Three black crows
- Abandoned body (Bullish & Bearish)
- Tasuki Gap (Bullish & Bearish)

### **Five candlestick pattern**

- Rising three methods & falling three methods

### **Support & Resistance**

- What is Support?
- What is Resistance?
- Change of support to resistance and vice versa

### **Charts patterns and their study**

Four stages: Accumulation, Mark-up, Distribution and Panic liquidation

### **Chart patterns:**

- Head & Shoulder
- Inverted Head & Shoulder
- Double top/bottom
- Flag & Pennant
- Symmetrical, Ascending, Descending Triangles
- Wedge Patterns
- Rounding top/bottom
- Cup & Handle
- Rectangles Bullish / Bearish
- Triple top/bottom

### **Gaps & Gaps Analysis**

#### **Types of Gaps:**

- Common gap
- Breakaway gap
- Runaway gap
- Exhaustion gap
- Island cluster

## **Oscillators & indicators**

What does a technical indicator offer?

Why use indicators?

### **Types of indicators:**

- Leading indicator
- Lagging indicator

### **Moving Averages**

- Simple moving average
- Exponential moving average
- How to trade on moving averages

### **MACD**

- What is the MACD and how is it calculated?
- How to trade on MACD

### **RSI**

- What is momentum?
- Calculation of the RSI
- Divergence
- How to trade on RSI

### **On Balance Volume**

- Overview
- Calculation of On Balance Volume
- How to trade on On Balance Volume

### **Stochastic**

- Overview
- Construction
- How to trade on stochastic

### **William %R**

- Overview
- Signals
- How to trade on William %R

### **Bollinger bands**

- Few rules for beginners
- How to trade on Bollinger bands
- How to use multiple indicators

### **Money Flow Index**

- Overview
- How to trade on Money Flow Index

### **Trading strategy**

### **The Dow Theory**

- Background
- The principal rule of the Dow Theory

### **Elliot Waves theory**

- Elliot wave basics
- How to trade on Elliot waves

### **Fibonacci sequence**

- How to trade on Fibonacci retracement
- How to trade on Fibonacci extension

Trading psychology and how to manage the risk

## **Module 4: Investment Advisor (NISM Certification)**

- Objectives of Investment Decisions
- Different types of Financial Markets
- Understanding the concept of Fixed Income Securities and their valuation
- Capital Market Efficiency
- Modern Portfolio theory
- Financial Analysis and Valuation
- Valuation of Derivatives
- Portfolio Management

## **Module 5: Research Analyst Certification (NISM Certification)**

- Overview on NSE BSE MCX etc.
- Understanding Income statements
- Balance sheet Analysis
- Cash flow Analysis
- Brief on various software
- How do capital Markets work worldwide
- Fundamental vs. Technical Analysis



- Top-down and Bottom-up Approach
- Macro & Micro Aspects in relation to stock markets
- Markets affect by IIP, Inflation, PMI, Monetary Policy etc.
- Regression Analysis & Anova distribution
- Correlation & Covariance Analysis
- Financial terminology such as Buyback, Bonus, Corporate Actions etc.
- Quarterly Results Analysis
- Annual Reports Analysis
- Management Discussion
- Directors Reports
- How to read Company Annual Report & DRHP
- NPV & IRR Rules
- HPR & HPY
- Statistical concepts & Market Returns
- Demand Supply & Elasticity Concepts
- Comparative Analysis.
- IPO Analysis
- Stock Portfolio model.
- Descriptive Statistics Models.
- Understanding Standard Deviation & Variance.
- Understanding CAL, SML & CML equations.
- Markowitz Modern portfolio model.
- Skewness, Kurtosis & Range.
- Net Asset Value Analysis.
- Canslim Model by William J. O'Neil
- Relative & Comps Techniques.
- Dividend Discount Model.
- Ratio Analysis e.g. ICR, Debt Equity, Pat margin, Debtors equity etc.
- Step Wise Dupoint Analysis
- Sharpe & Treynor Ratio, Alpha & Beta Analysis
- PE, EPS, ROI, ROA Analysis
- Capital Budgeting & Cost of Capital
- Capital Asset Pricing Model
- Weak form, semi-strong form, and strong form market efficiency
- Company Analysis – Qualitative Dimensions
- Company Analysis – Quantitative Dimensions
- Banking Sector Terminology
- Mutual Fund Analysis.
- Basic Use of Excel & Techniques.
- Qualities of a good Research Report
- Time value of Money
- Forecasting Techniques.
- Revenue Builders.
- Building the asset and depreciation schedule.
- Building P&L & Balance sheet.
- Building Assumptions & Debt Schedule.
- Understanding FCFF, FCFI.
- Building Capex Schedule.
- Decoding  $K_e$ ,  $K_d$  &  $K_p$  with WACC.
- CAPM and its understanding.

- EV/EBIDTA & SOTP Understanding Concepts
- Understanding Calculators
- Basics Of Derivatives
- Forwards & Futures
- Put-Call Parity
- Basic Hedging strategies for Analysts
- Live & Desk Cases on companies
- Knowledge sessions on undervalued & overvalued stocks
- Understanding Analyst Presentations
- Review on current Macro & Micro trends.
- Review on Global trends like Eurozone crisis, Oil crisis, and IT visa issues etc.
- Sessions will be including a mid-term and an end term examination.

## **Module 6 Mutual Fund Distributor via Series**

### **I. Concept and Role of a Mutual Fund**

1. Concept of a mutual fund
2. Functions of a mutual fund
3. Advantages and limitations of a mutual fund
4. Investment objectives
5. Marking to market
6. Unit capital
7. Assets under management
8. Fund running expenses
9. Net asset value (NAV)
10. Brief history of mutual funds in India
11. Closed-end funds and open-ended funds
12. Categorization of funds by investment objective
13. Categorization of funds by investing horizon
14. Categorization of funds by asset class
15. International funds
16. Fund of Funds

### **II. Fund Structure and Constituents**

1. Structure of mutual funds in India and related regulations
2. Role of the sponsor, trustee and Asset Management Company and related regulations
3. Role of other fund constituents and related regulations

### **III. Legal and Regulatory Environment**

1. Role of regulators in India
2. Role and functions of SEBI in regulating mutual funds
3. Self regulatory organizations
4. Role and functions of AMFI
5. AMFI Code of Ethics
6. Investment restrictions and related regulations
7. Investor rights and obligations

#### **IV. Offer Document**

1. Regulations with respect to drafting and filing of an Offer Document for NFO
2. Process of NFO and steps involved in marketing an NFO
3. Objectives of information disclosure in an offer document
4. Objectives and contents of the Statement of Additional Information and related regulations
5. Objectives and contents of the Scheme Information Document and related regulations
6. Key Information Memorandum and related regulations

#### **V. Fund Distribution and Sales Practices**

1. Types of investors and eligibility
2. Distribution channels for *mutual funds*
3. Pre-requisites to become a mutual fund distributor
4. Key elements of agreement between distributor and a mutual fund
5. Sales practices and commission structure
6. Types of commissions and transaction charges
7. AMFI Code of Conduct
8. Process for KYD

#### **VI. Accounting, Valuation and Taxation**

1. Computation of net assets and NAV
2. Announcement of NAV
3. Factors affecting the NAV
4. Pricing of transactions in a mutual fund
5. Time-stamping of transactions
6. Charging of expenses
7. Key accounting and reporting requirements
8. Valuation process carried out by mutual funds
9. Applicability of taxes
10. Dividend Distribution Tax
11. Taxability of dividends and capital gains in the hands of a mutual fund investor
12. Applicability of Securities Transactions Tax based on type of transaction and scheme
13. Setting off gains and losses under Income Tax Act

#### **VII. Investor Services**

1. KYC requirements & Demat Account concept
2. Process for fresh and additional purchase in a mutual fund
3. Additional documentation requirements for institutional investors
4. Acceptable payment instruments
5. Processes related to redemptions by investors
6. Contents and periodicity of Statement of account
7. Process for Nomination and Pledge
8. Types of Investment options – dividend, growth and dividend re-investment
9. Processes related to of systematic investment plans

10. Processes related to systematic withdrawals and transfers
11. Processes related to other investor services and facilities

### **VIII. Risk, Return and Performance of Funds**

1. Return on investment
2. Calculation of simple, annualized and compounded returns
3. Applicability of returns for different types of funds
4. SEBI norms for return representation of mutual funds in India
5. Factors that may affect mutual fund performance
6. Risks in different type of mutual funds
7. Classification of mutual funds based on risk
8. Process for Benchmarking of performance

### **IX. Scheme Selection**

1. Steps in selecting equity funds
2. Steps in selecting debt funds
3. Steps in evaluating a money market fund and identifying factors impacting their performance
4. Steps in evaluating balanced mutual funds and evaluation of factors impacting their performance
5. Sources of data to track mutual fund performance

### **X. Selecting the Right Investment products for Investors**

1. Classification of assets into physical and financial assets
2. Features of physical assets such as gold and real estate
3. Features of financial assets

### **XI. Helping Investors with Financial Planning**

1. Basics of financial planning
2. Financial goals
3. Investment horizon
4. Objective of financial planning
5. Benefits and need for financial planning to the investor
6. Life cycle and wealth cycle in financial planning
7. Tools to categorize investors' needs

### **XII. Recommending Model Portfolios and Financial Plans**

1. Risk profiling
2. Asset allocation and types
3. Importance and steps for developing a model portfolio

## **Who Should Do This Course?**

- MBA & BBA/CA/CS/CPT Students
- Along with graduation a 100% skill oriented and job oriented programme
- Anyone who wants a job  
10+2, BA. B.com. B.Sc. Pursuing Students  
Those who want to pursue the career in financial industry, broking industry, banks
- Traders investors
- Professionals who need up gradation

**APPLY NOW**

## **Career Opportunity**

After completing DIPLOMA IN INVESTMENT ADVISORY certification course one can pursue his/her career in Indian and International broking houses, Banks, Asset Management Company, Hedge funds, PE funds, NBFC, KPO's and credit rating Agency on various positions and in different departments.  
INVESTMENT ADVISOR

You can also become *EQUITY ANALYST, RESEARCH ANALYST, STOCK ANALYST, ABM, BRANCH MANAGER* and you become fit for various other posts in various other verticals depending on your overall Qualifications

## **Admission Criteria and Eligibility:**

- The candidate should Minimum 12th (Senior Secondary) pass from any reorganization Board/institutions. We always recommend the candidate should pass at least bachelor degree so that it will be a bit easier to provide placements. Graduate students get job placement on the direct payroll in big companies, and 12th students will get placement in small companies or in sub-brokers office.
- \*placement guarantee refers to (After getting NCFM and NISM Certification of all 10 modules covered in adv. diploma course)
- All original documents-10<sup>th</sup>,12<sup>th</sup> graduation, other professional degree certification and mark sheets must be submitted in as a self-attested copy/copies at the branch at the time of admission and originals must be shown to the center In Charge, failing which admission may be cancelled
- 95%attendance is must during the programme in each module opted by the student.
- Remarks /Recommendation of faculty and center Head will be taken in the record after each class
- Your certification depends on your Attendance, class assessment, projects, internal exams, *NSE exams*, Practical classes, Projects and Viva
- The decision of Center in Charge and center Head will be final.

**APPLY NOW**

## ONLINE COURSES



### UNIDIRECTIONAL TRADE STRATEGIES

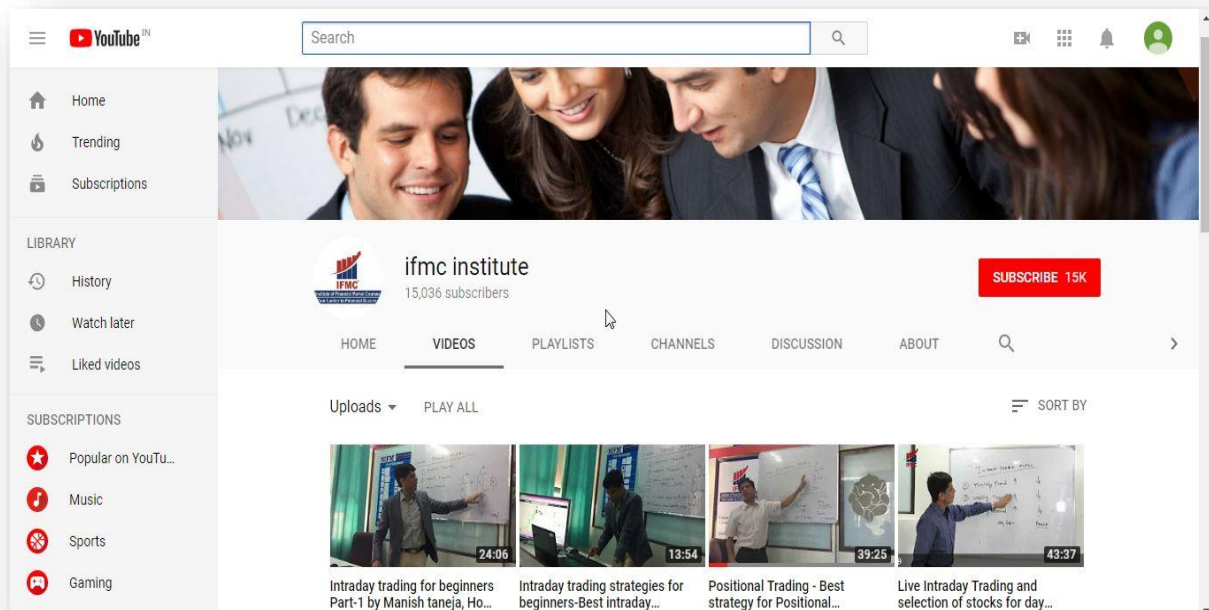
For Online Course Log On  
**[www.ifmcinstitute.com](http://www.ifmcinstitute.com)**  
Click Link On Youtube Discription

Calls Us  
**9810216889, 9810260089**



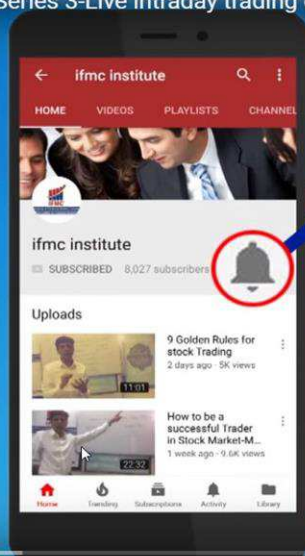


# IFMC YOUTUBE CHANNEL



**SUBSCRIBE US ON YOUTUBE**

Trader Series 3-Live intraday trading on the basis of UDTs.(GAP-UP and GAP-DOWN OPENING)



**Subscribe &  
Press Bell Icon**

