



**CALCUTTA  
BUSINESS  
SCHOOL**

# **One Day Workshop on Stock Market Investing**

**Saturday, January 20th, 2018  
at: Calcutta Business School Campus**

## **INTRODUCTION**

Discussions with people of various age groups, with different educational background, engaged in different types of activities, belonging to different income groups often reveals a general perception that stock market investing is risky, akin to gambling, always loss making, highly speculative and can have severe adverse financial implications. This workshop intends to update the participants about the nature of the stock market, introduce them to the established tools and techniques of stock market investing, hand hold them for informed decision making, at the same time highlighting the riskiness of random decision making on the basis of hearsay. It is an awareness exercise aimed at dispelling certain myths associated with this market, at the same time providing participants with the tools for trading in this market. Many of us may not be aware that even if we directly stay away from the stock market, our savings are deployed in this market by insurance companies and mutual funds. Yes, it is true, that these financial institutions are manned by experts in this area. However, it is our savings that they are using and it is our responsibility to understand the basics of this market.

## **OBJECTIVES OF THE WORKSHOP**

The workshop will

- i. Introduce the participants to the functioning of the stock market and the sources of data;
- ii. Discuss in detail fundamental analysis of companies and the need for it;
- iii. Explain the differences in stock price behavior of large cap, mid cap, small cap, index companies, private sector and public sector companies;
- iv. Explain how to endogenously derive prices of stocks and identify over valued and undervalued stocks;
- v. The role of multiples in stock pricing;
- vi. Discuss in detail technical analysis of stock prices which will help in stock selection and market timing for buy sell decisions;
- vii. Provide inputs for portfolio formation.

## SESSION PLAN

### ■ Session 1: 10 am – 11.30 am

- a. What is a stock?
- b. Why do stock prices move?
- c. What is a tick? What is open, close, high and low?
- d. What does size of a tick mean?
- e. How to calculate returns from a stock?
- f. How to calculate risk of a stock?
- g. What is portfolio risk?

### Tea Break: 11.30 am – 11.45 am

### ■ Session 2: 11.45 am – 1.15 pm

- a. Difference between large cap, mid cap and small cap firms.
- b. Nifty and Sensex companies and their characteristics.
- c. Relation between domestic and international indices
- d. Movement of gold prices, crude oil prices and foreign exchange.
- e. Ratio analysis – profitability ratio, dividend payout ratio, debt equity ratio
- f. P/E multiple
- g. P/BVPS
- h. Interest coverage ratio
- i. Endogenous determination of stock prices
- j. Growth stocks, Value stocks, Dividend stocks, Momentum stocks

### Lunch Break: 1.15 pm – 2 pm

### ■ Session 3: 2 pm – 3.30 pm

#### Technical Analysis of Stock Prices

- a. Support and Resistance
- b. Head and Shoulders
- c. Trend
- d. Moving Average
- e. Triangle, Flag, Wedge
- f. Fibonacci Fan & Arc
- g. % retracement
- h. Bollinger Band
- i. Moving Average Convergence Divergence
- j. Parabolic SAR
- k. Chaikin Money Flow
- l. Momentum
- m. RSI
- n. Stochastics

### Tea Break: 3.30 pm – 3.45 pm

### ■ Session 4: 3.45 pm – 5.00 pm

- a. Intra day trading tool like Pivot Point
- b. Pairs Trading
- c. Forecasting stock prices
- d. Value at Risk

### 5.00 pm – Distribution of Certificates



## METHODOLOGY

Class room lectures, extensive classroom interaction with participants, demonstration on technical analysis with Metastock, perusing relevant websites.

## TARGET GROUP

Faculty members of schools, undergraduate colleges, management colleges and those teaching at the post graduate level, post graduate and undergraduate students, MBA/PGDM students, research scholars and market players.

## PROGRAM CO-ORDINATOR



### **Dr. Tamal Datta Chaudhuri**

Principal and Professor  
Calcutta Business School

Dr. Tamal Datta Chaudhuri did his BA in Economics from Presidency College, Calcutta and his MSc in Economics from Calcutta University. He subsequently did his MA and PhD in Economics from the Johns Hopkins University, Baltimore, Maryland, USA. He has taught in institutions like Calcutta University, ISI Calcutta, IBS Kolkata and Hyderabad, Army Institute of Management, IIFT and IISWBM. He was a visiting fellow in the University of Illinois at Urbana Champaign, USA. He joined the financial sector and has worked for around 23 years in an all India Development Financial Institution. He is currently Principal and Professor in Calcutta Business School. Dr. Datta Chaudhuri has many publications in national and international journals.

## REGISTRATION FEES

**For Students: Rs.1000/-**

**For Teachers: Rs.1500/-**

**For others: Rs.2500/-**

**Last Date of Registration: 10th January 2018**

Payment can be made in the form of A/C payee Cheque/DD favouring and payable at "**Calcutta Business School**" Kolkata (DD). NEFT can be made to our Savings A/C No. 001794600000085 with YES BANK LTD., Russel Street Branch, Kolkata (IFSC Code. YESB0000017), under intimation to us. Our PAN No. AAAAM0247J; GST No. 19AAAAM0247J1ZN.

**Limited Bus pick-up and drop facility will be available from Tollygunge Metro Station**



## ABOUT CALCUTTA BUSINESS SCHOOL (CBS)

Calcutta Business School (CBS) is an autonomous institution offering an AICTE approved two year fully residential Post Graduate Diploma in Management (PGDM) Program and several Management Development Programs.

"The 2 year Post Graduate Diploma in Management programme of Calcutta Business School has been granted provisional accreditation by NBA for two years, i.e. 2016-17 & 2017-18. Students who graduate during the validity period of accreditation, will be deemed to have graduated with an NBA accredited degree."

The School, modeled on some of the top ranking business schools in the world, is located in a sprawling 15-acre fully residential, eco- friendly and intelligent campus on the outskirts of Kolkata. Its objective is to provide an environment that is academically challenging as well as made enjoyable through a variety of avenues provided to students for self-expression and development.

CBS, founded by the Shri Shikshayatan Foundation, is governed by a board consisting of eminent industrialists and former directors of IIMs with Mr. S. K. Birla as the Chairman. It also has an advisory board comprising highly reputed academics and business leaders representing the country's renowned institutions and reputed companies cutting across industries.

The full-time faculty members of CBS have distinguished academic background with several of them having Ph.D degrees from top ranking institutions like The Wharton School at the University of Pennsylvania, Johns Hopkins University, USA; IIMs, Syracuse University, USA, Calcutta University. Several faculty members also have significant experience in industry. This combination of faculty members allows CBS to offer a management programme that is relevant to industry and is also strong in academic rigour. CBS has created an eco-system that is conducive to leadership development through extensive co-curricular and extra-curricular activities.

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### For more details please contact

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