



Calcutta Business School

**One Day Workshop
On**

Stock Market Investing

**Date: August 31, 2019
10AM-5PM**

**Venue: C K Prahlad Hall
Calcutta Business School, Diamond Harbour Road
Bishnupur, 24 Paraganas (S) - 743503**

Workshop to be conducted by

**Dr. Tamal Datta Chaudhuri
Professor and Dean
Calcutta Business School**

1. 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.

2. 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 characteristics 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. Discuss the importance of multiples in stock pricing;
- vi. Discuss in detail technical analysis of stock prices for stock selection and market timing;
- vii. Provide inputs for portfolio formation.

3. 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

Fundamental Analysis of Companies

- a. Balance Sheet Analysis
- b. Profit and Loss Statement Analysis
- c. Cash Flow Analysis
- d. Ratio analysis – Business Efficiency, Business Effectiveness, Innovativeness, Sustainability
- e. Endogenous determination of stock prices
- f. 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 (MACD)
- 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 of 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.

Faculty Profile

Dr Tamal Datta Chaudhuri, Dean, Calcutta Business School.

Ph.D (John Hopkins University), M.A. (John Hopkins University), M.A. (University of Calcutta)

Ex- Chief General Manager, Industrial and Investment Bank of India

Registration Fees

Rs 500/ for all participants (inclusive of tea and lunch)

Registration Deadline; August 26, 2019

About Calcutta Business School

Calcutta Business School (CBS) is an autonomous institution offering an AICTE approved 2 year full-time Post Graduate Diploma in Management (PGDM) Program. The B-School, modeled on the top ranking business schools of the country, is located in a sprawling 15 acre residential, eco-friendly and

smart campus on the outskirts of Kolkata. CBS provides an environment that is academically thought-provoking and made enjoyable by a variety of avenues provided to students for self-expression and development. Founded by the Shikshayatan Foundation, CBS is governed by a board consisting of eminent industrialists and former directors of IIMs with Mr.SK Birla as the Chairman. It has an advisory board comprising highly reputed academicians and business leaders representing the country's renowned institutions and reputed companies across industries. The full-time faculty members of CBS have distinguished academic backgrounds with several of them having Ph.D. degrees from top ranking institutions like the Wharton School, USA, John Hopkins University, USA, Calcutta University, IIM Ahmedabad, and Burdwan University, along with significant industry experience. The strong academic background of the faculty coupled with industry experience allows CBS to offer courses which are relevant to industry and at the same time academically rigorous. CBS offers a conducive environment for learning and leadership development through extensive co-curricular activities.

Contact: Sudeshna Ghosh, AGM, Executive Education

Tele: (033) 2420 5200 (Extn: 256), 9830091530 (M)

E mail- sudeshnag@calcuttabusinessschool.org

www.calcuttabusinessschool.org