



IFIM Business School

8P & 9P, KIADB Industrial Area, Electronics City, Phase 1, Bangalore 560100.

Management Development Programs

For the Month of November 2009

Trading and Investments in Indian Stock Markets November 17th - 18th 2009

Objective:

This training program fills the gaps for investors or other individuals who are associated with equity shares and stock markets enabling them to make wise, timely and productive investments and enhances quality and productivity for executives working with stocks.

- To familiarize all the concepts related stocks including
- To bring awareness of stock markets including stock exchanges and IPOs
- To make the trainees aware of stock investment and market dynamics in Indian and global scenario
- To introduce equity analysis and investment management to the participants
- To enable the trainees to make an effective and productive decision related to equity investments and operations.

Who can Participate:

- Executives of BPO / KPO / ITES companies who are working with projects on stock broking, investment banking and stock exchanges
- New investors who are completely new to the equity investments and stock markets
- Experienced traders who want to make better investments in stock markets to maximize their returns
- Faculty Members teaching finance specialization papers importantly subjects like Security Analysis and Portfolio Management, Financial Markets and Investment Management.
- Management Students who are doing management courses importantly financial management courses looking for practical orientation in stock markets and investments.

Content:

Part 1: Equity Markets - Nature and features of shares, Stock Markets history, Primary market, Stock exchanges, OTC, Other markets

Part 2: Investment in Stocks - Investment in traditional investment avenues, Risk-Return Trade off, Why Investment in stocks, Investment Gurus,

Part 3: Stock Analysis - Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis

Part 4: Stock Analysis – Equity Valuation, Dividend discount models, P/E Model, Growth Models

Part 5: Stock Analysis – Technical Analysis, Charts and Figures, Trends and Patterns, Support and resistance, Convergence and divergence

Part 6: Trading stocks – Requirements, Online trading, Caution while trading, Investor's Behavior,

Part 7: Investment Management – Portfolio design, Portfolio construction, Portfolio evaluation, Portfolio revision,

Part 8: Scams and Regulators – CCI and SEBI, Harshad Mehta Scam, KP Scam, Satyam Scam

Pedagogy:

Interactive lectures, Caselets, Brain Storming, Web based learning, simulation.

Program Director:

Dr Raju Indukoori has 15 years of experience in teaching and training in addition to 18 years of rich experience in stock broking, equity and derivatives trading. Prof Raju Indukoori has successfully conducting NCFM (NSE), BCFM (BSE) and AMFI certification training for students and executives. He has been a corporate trainer and consultant for reputed companies like Religare Technova (Formerly Asian CERC), ICICI Prudential Life Insurance, NJ India Invest, Union Bank of India and Dalal Street Investment Journal.

Designing Research Techniques for Marketing Research Applications November 20th, 2009

Objective:

The course is clearly addressed to the faculties and managers in the area of marketing management. The course has been developed through the comprehensive experiences the trainer has garnered during his 17 years of experience as a marketing consultant with leading consulting companies and corporates. While conducting a marketing research assignment designed to address a specific marketing situation, we need to understand that every research study is unique and hence requires unique technique. The designed research technique should have ability to capture and deliver the desired research outputs. Most often the research techniques which have been found successful and being used by consulting companies and corporates across world are not being taught to management students. Perhaps this may be due to the reason that many of the marketing faculties may not have a thorough exposure to those techniques. This workshop has been precisely developed to fill this gap by dwelling upon the widely used research techniques to suit different marketing situations being faced by companies and to guide students with appropriate research techniques in their dissertations.

Who can Participate:

Marketing Faculty from B-schools, Marketing consultants, Researchers and Managers

Content:

- Understand the different areas in Marketing where researches are being carried out in the corporate world
- Understanding the research topics and business objectives driving the concerned research
- Analyzing the alternative techniques and designing an appropriate research technique
- Developing research tools to execute the chosen research techniques

Pedagogy:

Through case studies and lectures

Program Director:

Dr. D.N.Murthy, Associate Dean and area head (Marketing) has a Doctoral degree in Strategic Management and has around 17 years of experience in leading consulting companies. He has carried out highly prestigious research assignments for blue chip companies in the country both in the areas of Consumer and Industrial marketing. Being an active academician currently, he has noticed the gaps in the way the researches are being conducted in the corporate world and among the Business schools. Now he has come out with a module which can give highly useful insights while designing an appropriate research technique to suit a given marketing situation. This can be extremely useful to Marketing faculties to understand the various options of unique research techniques which in turn they can use in guiding their students in project dissertations.

Derivatives Trading For Hedgers, Traders & Investors November 23rd -24th 2009

Objective:

Increasing size of derivatives trading in Indian derivatives markets had been attracting new traders and investors making them understand more about derivative products for better returns and investment decisions. This two day intensive training program would bring awareness, understanding and application of financial derivative instruments and market dynamics in terms of product design, trading and valuation paving the way for application of conceptual understanding through classroom discussions, case studies, simulation, etc.,

- To familiarize all the concepts related derivatives
- To bring awareness of derivatives markets including commodities derivatives markets

- To make the trainees aware of trading or investment in derivatives and market dynamics
- To introduce derivatives trading strategies
- To enable the trainees to make an effective and productive decision related to derivative trading.

Who can Participate:

- Executives of BPO / KPO / ITES companies who are working with projects on derivatives trading, investment banking and derivatives exchanges
- New investors who are completely new to derivatives markets and trading
- Experienced stock traders who want to start derivatives trading
- Faculty Members teaching finance specialization papers importantly subjects like financial derivatives, Futures and options, Derivative markets.
- Management Students who are doing management courses in Derivatives.

Content:

Part 1: Introduction to Derivatives – Understanding derivatives, Need and Importance, Origin and development of Derivative markets

Part 2: Forwards and Futures – Forwards, Futures, Hedging with Futures and Forwards, Trading and investment in Futures, Participants in Forward and Futures, Margin and Risk Management

Part 3: Options – Introduction, Types of Options – Equity and Index, Types of Options – Call and Put, Options Moneyness, Participants in Options

Part 4: Option Pay-off and Strategies – Positions - Long and Short Position, Option Strategies

Part 5: Derivatives Markets and Regulators – NSE and BSE, MCX and NCDEX, SEBI and FEC

Pedagogy:

Interactive lectures, Caselets, Brain Storming, Web based learning, simulation.

Program Director:

Dr Raju Indukoori has 15 years of experience in teaching and training in addition to 18 years of rich experience in stock broking, equity and derivatives trading. Prof Raju Indukoori has successfully conducting NCFM (NSE), BCFM (BSE) and AMFI certification training for students and executives. He has been a corporate trainer and consultant for reputed companies like Religare Technova (Formerly Asian CERC), ICICI Prudential Life Insurance, NJ India Invest, Union Bank of India and Dalal Street Investment Journal.

Global Sourcing & Supplier selection process- Tools and Techniques November 27th, 2009

Objective:

Main objective of this course is to train Supply Chain executives in latest tools and techniques in global sourcing area. We try to cover best practices adopted in global sourcing by the global companies. We also made attempt to cover complex tools and techniques in areas of sourcing through simple excel modeling.

Who can Participate:

This course is designed exclusively for executives from industries such as retail chains, engineering, manufacturing and Supply chain consulting and IT/ITES companies.

Content:

Sourcing and Supplier Selection techniques:

- Introduction to Global Sourcing
- Holistic approach to global Sourcing
- Supplier Selection and development process
- Tools and Techniques {Make or Buy Models, Total Cost of Ownership (TCO), Supplier Selection Tools (MFEP, AHP Model)}
- Case discussion – Fastraq Computers
Modeling Supplier Selection Process through Excel

Pedagogy:

Lecture Sessions, Case discussions and Model Building through excel.

Program Director:

Prof. Raju Gundala, B.Tech, M.B.A (NITIE, Mumbai), M.S (BITS), PGLSCM (XLRI), PhD (XLRI).

Has total of 13 years of experience in Supply chain related areas, his core areas are Operations Management, SCM, Quality Management and Quantitative techniques. Pursuing his research in Operations Management area at XLRI under executive fellowship program.

Worked for companies such as Tata Motors, HSBC and Satyam Computers. Has worked on many projects related to SCM at Tata Motors such as Product Development, Planning, Industrial Engineering, Sourcing and warehouse and store operations etc. Designed IE and SCM solutions for the customers such as Caterpillar and other automobile companies when he was at Satyam.

Venue:

IFIM Business School, 8P & 9P, Electronics City, Phase 1, Bangalore 560100.

Programme Fee:

Title	Date	For Corporate Participants (Rs.)	For Faculty Members (Rs.)
Trading and Investments in Indian Stock Markets	November 17 th – 18 th , 2009	6,000	2,000
Designing Research Techniques for Marketing Research Applications	November 20 th , 2009	3,000	1,000
Derivatives Trading for Hedgers, Traders & Investors	November 23 rd – 24 th , 2009	6,000	2,000
Global Sourcing & Supplier selection process – Tools and Techniques	November 27 th , 2009	3,000	1,000

*** Students will get special discount.**

Includes Lunch, refreshments and course materials, (non-residential), Please send DD or Cheque in favor of **"Centre for Developmental Education"** payable at Bangalore. Advance registration may be sent in by e-mail.

For Registration Contact:

Mr. Valliappan J

MDP Co-ordinator

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IFIM B-School, 8P & 9P, Electronics City, Phase 1, Bangalore 560100

For Further Information:

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