



ISFM

Way to Financial Abundance

BEST STOCK MARKET SCHOOL

www.isfm.co.in



Director's Message



Message From The Desk

With fast changing Indian economic and banking system where interest rates of Fixed Deposit and Saving Accounts or any covenantal investment are reducing. We at ISFM believe in equipping people with knowledge and tools of Investment in Securities Market which will help them to get higher returns on their investments. ISFM has been a pioneer in many ways in terms of addressing industry needs through specialized Executives Diploma programmes for everyone. ISFM has closely focused on working and non-working executives to explore new frontiers of knowledge in the field of International Business Management and help them to reach their financial goal.

The strength of the institute lies in the fact that it is well recognized for its practical exposure in live market & academic excellence consistently ranked among top stock market training institute in Gurgaon. Institute has been operating successfully since the year 2013, in Gurgaon. At ISFM, it is our constant endeavors to understand contemporary geo-economic realises and offer updated courses in line with current requirements.

DSTO (Diploma in Stock Trading) program of ISFM is unique as it is designed to fulfil the specialized needs in the area of national and international business. This course offers both procedural and technology based solutions to improve the trading & Investment skills sets of market participants. We at ISFM, welcome aspiring students of NCR to take full advantage the online trading opportunity. We look forward towards seeing them at ISFM that has state of art infrastructure along with intellectual inputs from renowned ISFM faculty. Our Best Wishes to all aspirants who are seeking excellence in financial freedom.

Regards

ISFM Team

About ISFM

Established in 2013, ISFM has become a center for excellence of learning about stock market in Delhi / NCR. We have a very well designed 6 stage wise courses on securities market which covers from Equity, Derivatives, Commodity, Currency, Mutual Funds and Technical Analysis. We also provide 360-degree awareness on Financial Literacy & Awareness, Investors Awareness Program (IAP) handled by our sister concern Northern Investors Association (NIA). NIA is an Education society (Registered with Haryana Govt.) of ISFM and run by freelancer Trainer / Volunteers, who are working professional in corporate world. ISFM is dedicated to excellence in training, research, and consultancy in securities market. Our stock trading courses are designed such that we train the participants with both Mock and Live trading market which gives them the confidence to trade confidently from day 1st their course joining. Our courses are customize in such a way that each course stands individually and based on the demand of the participant and they can choose their area of specialization. We have trained more than 400 investors / trader from different industries in spite of their occupation. We also help our students with 100% placement guarantee once they complete their certifications. To help our students for live market update we offer short term courses time to time as per market demand. We are providing right knowledge to right person at the right time on the right place.

Our Faculty



'Tell me and I'll forget, show me and I may remember, Involve me and I'll understand.' This is the promise our training faculties works with! Our training strategy is one that makes learning an organic process where trainer become co-learners and partners in the process of value creation and learning. Our trainers don't instruct, they engage. Our trainer are not just trainer but they are professional traders / guides, facilitators and motivators. They engineer learning experiences that manoeuvre the students into the driving seats and then they quietly get out of the way. The school strongly believes in developing and enhancing skills for online trading in securities market along with research. The school conducts in-house training and capacity-building workshops for trainer to share best practice and learn from each other's experiences. The school also organize training of trainer (TOT) workshops / seminars to build-up their knowledge pool.

Our Courses



What is Diploma in Stock Trading (DSTO)

Diploma in Stock Trading is a new age short term (70 - 80 hours) job oriented course. By the virtue of this course participant able to learn about how Financial Market around the world is working and they get practical exposure in online stock trading so that they can get good return from their portfolio. After successfully completed this course you can become a rising start of the developing Stock market in our country. Students will get certified by SEBI / NISM, NSE and on behalf of these certification they can start their own Sub Broking business as well as Job also. India is having only 3 cr. Demat account now which is less than 5 % of the total population of the country, only few people having knowledge about BFSI industry. BFSI required huge no. of people who have experience / knowledge in this field. The students of this signature course will get to understand the beliefs, principles, strategies and psychology of some of the successful and eminent Investors and Traders like Benjamin Graham, Warren Buffet, Peter Lynch, William o Neil, Edward & Maggie and John Murphy. As this course is specially designed idolising the valuable and Great work done by them in this field.

Who can join

- Graduate
- Post Graduate
- Management students
- House wife
- Retired people
- Stock broker
- Mutual Funds houses
- Banks
- NBFC Companies
- Investor
- Trader
- Hedger
- Teacher

* Any one who is having interest in Financial Market

What you will get after joining

- Free Demat A/c
- Free online trading software
- Free Mobile App
- Free TA software
- 4 Books
- 4 PPT
- Virtual A/c with 20 Lakh limit
- Live case studies
- 6 months Fee validity
- NISM/SEBI certifications preparation

Fee Structure

Course	Fees	Duration	HRS
Complete Course	₹32,000 + GST (In Installment) ₹28,000 + GST (One Time Payment)	2 Month	70-80
Equity & Derivatives	₹16,000 + GST (In Installment) ₹14,000 + GST (One Time Payment)	1 Month	40-50
Advance Derivatives & T.A.	₹24,000 + GST (In Installment) ₹21,600 + GST (One Time Payment)	2 Month	60-70

*Note : SEBI & NISM Examination certification fee is extra.

Module Covered

Equity Market

- Introduction to Indian capital Market
- What is Primary and Secondary Market
- Pros and Cons to apply IPO / FPO etc
- How to buy / Sell Shares using trading software
- Legal Framework of the market
- How to use stop loss during Intraday trading
- What to do and don't in the market
- How to start Trading / Investment
- How to make good portfolio using diversification rule
- How brokerage and taxes can be calculated
- Live trading exposure with case study
- Regulating framework in India and Investors protection
- Investors Grievances and SEBI guidelines
- Various free knowledge sharing resources and best books for investor
- Derivatives Market (Equity + Commodity)

Commodity/Currency Market

- Introduction to Commodity & Currency Derivatives
- Basic rules of Trading in volatile market
- How to maintain MTM in market
- How to link commodity & currency market with Equity market
- Legal Framework of market
- Basic rules regulation of the commodity & currency market
- What are regulatory guidelines
- How to start Trading in world's longest market
- How brokerage can be calculated



Derivatives Market

- Introduction to Equity Derivatives
- What is future and options market
- Trading overview of Derivatives Market
- Clearing and settlement of Derivatives contract
- Legal Framework of working in F&O market
- How to use Derivatives as a profit making tools
- How to make Options Trading strategies
- How to Hedge portfolio using Derivatives
- How to calculate brokerage in future and options
- What to do and don't
- How to rollover the position for next month
- How to coordinate with global commodity market
- Clearing and settlement procedure

Mutual Funds

- Introduction to Mutual Fund Market
- How to start SIP
- How to select right fund for investment
- How to start Mutual Fund Business

Technical Analysis

- Introduction to Technical Analysis
- Japanese Candlestick Charts
- Dow Theory and its Tenets & Criticism of Dow theory
- Analysis of Different Trends in Markets
- Support and Resistance and its effective uses
- Percentage Retracements
- Major Reversal Patterns : Head and Shoulders, Inverted Head and Shoulders, Double and Triple Bottoms, Rounded Bottoms
- Major Continuation Patterns : Triangles, Flags and Pennants, Flags and Pennants etc.
- Volume and Open Interest
- Combining Option Sentiments with Technicals
- Long Term charts Vs EOD Charts
- Moving Averages and its uses for buying and selling signal
- Oscillators (RSI, MACD, Stochastics, etc)
- Combining Fundamental Analysis with Technical Analysis

What is Wise Investor Program

Indian Investors are greatest saver in the world. They save approx. 30% of Indian GDP and secured 2nd position in the world. But in spite of great saving habit their purchasing power parity is very low because they are not able to convert saving to investment. Although some investors are trying but they face lack of knowledge about authorized investment products in the market and face fraudulent activities by some ponzy scheme. We are introducing Wise Investor Program which help investor to learn how to invest and learn online stock trading in Gurgaon to grow their hard core money. We trend our students to select right option at right me with right person. It will help investor to take wise decision and make their life more prosperous. This course provides in-depth knowledge of Stock market trading Products along with Live stock Trading Exposure. It equips you to make the right trading cum investment decisions.



National Stock Exchange Of India Limited

Bombay Stock Exchange Limited



The edge is efficiency



India's No.1 Commodity Exchange



Who can join

- Investor
- Trader
- Hedger
- Jobber
- Arbitrager

What you will get after joining

- Free Demat A/c
- Free online trading software
- Free Mobile App
- Free T.A. software
- 4 Books
- 4 PPT
- Virtual A/c with 20 Lakh limit
- Live case studies
- 6 months Fee validity
- NISM/SEBI certifications preparation

Module Covered

Equity Market **Derivatives Market** **Commodity Market** **Technical Analysis** **Mutual Fund**

Fee Structure

Course	Fees	Duration	HRS
Complete Course	₹32,000 + GST (In Installment)	2 Month	70-80
	₹28,000 + GST (One Time Payment)		
Equity & Derivatives	₹16,000 + GST (In Installment)	1 Month	40-50
	₹14,000 + GST (One Time Payment)		
Advance Derivatives & T.A.	₹24,000 + GST (In Installment)	2 Month	60-70
	₹21,600 + GST (One Time Payment)		

*Note : More practical training will be provided to the participants.



Technical Analysis is the forecasting of future price movements based on an analysis of past price movements of the various securities. Technical analysis can help investors / traders what is "likely" to happen to stock prices over time, and how to manage portfolio tracking market trend, entry and exit point in different kind of securities like Equity ,commodity currency and F & O market. It is not science, So there is not thumb rules for technical. Analysis of charting shows contradict between to investors some time. It can help to get continue return from market in spite of up and down.

ISFM having edge in technical analysis course in Gurgaon. We customize the course as per demand of investor and Traders.

Content Highlight

- Introduction to Technical Analysis and its features.
- Types of Technical Indicators.
- Basic rules for technical analysis & Trading.
- Major continuous and reversal pattern.
- Moving average and its effective use
- How to check overbought and oversold zone
- Dow theory, Elliot wave theory and its characteristic
- Advance candlestick pattern.
- How to use stop loss order using technical indicators.
- Trend confirmation and reversal signal by using chart.
- Live session for using all tools and technique on your favourite securities.
- Training session with free source of technical analysis.
- Limitation of technical analysis.

What you will get

- Technical Analysis software
- Technical Analysis books
- Technical Analysis PPT
- Live Case Studies
- Technical Analysis alert on your shares

Why Technical

- To maintain stock loss in live trading
- To know the right entry & exit time
- To know the strength & weakness of market
- To know the spot & resistance level of stock
- Maximise returns during short spam of time

Course	Fees	Duration	HRS
Complete Course	₹15,000 + GST (In Installment)	1 Month	25-30
	₹14,000 + GST (One Time Payment)		



Derivatives are backbone of the trading. Derivative Analyst are always in great demand by Equity Research companies. We at ISFM are providing advance training on Derivatives Trading technology.

Contents

- Advance Options Trading Strategy.
- How to make trade cheaper using future trading.
- How to understand PCR ratio and when to use it.
- What is VIX and how its effect market sentiments.
- How to understand economic benefits of derivatives.
- How to trade in nifty, bank nifty using global clues
- To understand advance hedging strategies using equity future, options etc
- Market indicators & interpretations: Exhaustive coverage on Open Interest, Roll Over, Roll Over Costs
- Derivative trading strategies: Strategies based on a combination of risk appetite & market view, spreads & covered option strategies, strategies based on risk appetite in volatile & range-bound markets, straddles & strangles

What you will get

- Free Demat A/c
- Free online trading software
- Free Mobile App
- Free T.A. software
- Derivative Books
- Derivative PPT
- Virtual A/c with 20 Lakh limit
- Live case studies
- 3 months Fee validity
- NISM/SEBI certifications preparation

Why to join

- To maintain portfolio balance
- To learn hedging
- To get continue profit from market irrespective of conditions
- To get expertise in future and options market

Course	Fees	Duration	HRS
Complete Course	₹10,000 + GST	1 Month	25-30

Mutual Funds



Mutual funds have become a much sought after investment product in recent years. This course demystifies the concept of mutual funds and helps to create awareness and knowledge about the industry and its functioning. The mutual fund industry has come to occupy an important place in India. It forms an important part of the capital market, providing the benefits of a diversified portfolio and expert fund management to a large number of investors, particularly small investors. With the improvement in deployment of investment through markets, the need and scope for mutual fund operations has increased tremendously.

This module aims at providing a comprehensive and in-depth knowledge about mutual funds industry.

Content

- To understand the concept of mutual funds.
- To know about the roles of different players viz., custodians, asset management companies, sponsor etc. in the mutual fund industry.
- To learn about the tax and regulatory issues related to mutual funds.
- To understand the fundamentals of net asset value (NAV) computation and various investment plans.

Who can join

- Students
- Investors
- Financial planners
- Analysts
- Equity researchers

★ Anybody having interest in the Indian mutual fund industry

What you will get

- Free SIP starting
- Mutual Fund Books
- Mutual Fund PPT
- Mutual Fund Mock Test Series
- NIFM / SEBI series V-A : MFD Certifications preparations

Course	Fees	Duration	HRS
Complete Course	₹10,000 + GST	1 Month	25-30



Currency Trading in India is in childhood stage. Currency derivative offer investors an option to trade in major foreign currencies pegged to the Indian rupee. Leading stock exchanges of India offer futures trading contracts in different foreign currencies. A currency future, also known as FX future, is a futures contract to exchange one currency for another at a specified date in the future at a price (exchange rate) that is fixed on the purchase date.

Contents

- Currency Derivatives Module
- Introduction to Currency Markets.
- Foreign Exchange Derivatives.
- Exchange Traded Currency Futures.
- Strategies Using Currency Futures.
- Currency Options & Option Trading Strategies Trading.
- Clearing, Settlement and Risk Management.
- Hedging for Importers and Exporters.
- Arbitrage.
- Regulatory Framework for Currency Derivatives.
- Accounting and Taxation.
- Codes of Conduct.
- Investor Protection Measures.
- Exchanges Trading in Currency Futures.

What you will get

- Free Demat A/c
- Free Online Trading Software
- Free Mobile App
- Currency Derivative Books
- Currency Derivative PPT
- NISM / SEBI Series 1 :
Currency derivatives
Certifications preparation

Who can join

- Entrepreneurs
- Trader
- Speculator
- Hedger
- Exporter / Importer

Course	Fees	Duration	HRS
Complete Course	10,000 + GST	1 Month	25-30

Placement Opportunity



Stock Brokers | Mutual Fund industry | Credit Rating Agency | Derivative Research
Equity Research | Banking Sector | NBFC companies | Insurance Industry
Wealth Management Houses | Commodity Market | Kpo and Bpo Sectors

Employers Corner



Free Placement Guidance | Free Vacancy Alert | Free Career Counselling



(Preparing Smart Investors for Tomorrow)

Application for Admission
(Please fill in BLOCK letters)

Form No :

PERSONAL DETAILS:

Date:

Affix your Passport Size Photograph here & submit one extra copy along with this form

Name: _____

Address: _____

DOB:

Mobile No:

Gender:

Email ID: _____

Aadhar/ Pan _____

Highest Educational Qualification: _____

Experience in Stock Market..... Years

Occupation: _____

Course Applied For: _____

Starting Date

Batch

Timings:

How Did You Hear About Us: _____

Student Signature

For Office Use Only

Counseling by _____

Student ID: _____ Registration Number: _____

Receipt Number: _____

Receipt Date: _____

Amount Collected _____ Mode of Payment _____

Signature

Date

Counselor Remark _____

Date

Counselor Remark _____

Date

Final Out Com _____

Joined N.T Waiting Others

If other please Mention

Counselor Signature





ISFM

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Regd. Office :

152 P (LGF), Sector-38, Medicity Road, Gurgaon

Contact : 0124-2200689, +91 9540008689

+91 9953147497, +91 9911878442

E-mail : info@isfm.co.in

website : www.isfm.co.in