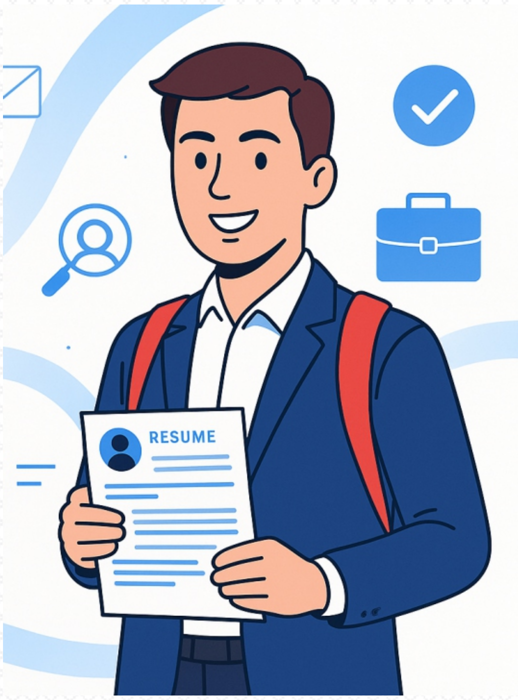
ISFM®

Way to Financial Abundance

BEST STOCK MARKET SCHOOL

www.isfm.co.in

PLACEMENT BOOSTER PROGRAM



What is the Placement Booster Program?

The Financial Markets Career Readiness Program is a comprehensive 30-hour, 20-day job-oriented training program designed to prepare students for careers in the financial services industry. Participants gain practical knowledge of financial markets, investment products, trading platforms, client acquisition, relationship management, AI-powered productivity tools, and placement preparation. The program combines technical knowledge, business skills, and real-world industry practices to make candidates job-ready.

Content of The Program

WEEK 1 - FOUNDATION & INDUSTRY UNDERSTANDING

Sessions 1–5 | 7.5 Hours | Theme: "Know the Industry Before You Enter It"

DAY	SESSION FOCUS
1. Program Induction & Career Opportunities	Financial services industry structure; roles of DRA, AP, ARN holder, wealth manager; growth roadmap.
2. Indian Financial Market Ecosystem	Primary vs secondary market, NSE, BSE, clearing corporations, depositories, market participants
3. Financial Products & Instruments	Equity, mutual funds, ETFs, bonds, commodities, currency, derivatives
4. Regulatory Framework & Investor Protection	SEBI, AMFI, NISM, ethics, code of conduct, investor protection
5. Client Onboarding & Account Opening	KYC, CKYC, FATCA, demat and trading accounts, documentation, risk profiling

Week outcome: The student can explain how the Indian financial market works, name the products, understand who regulates what, and onboard a client end-to-end — the exact knowledge base every entry-level BFSI interview opens with.

WEEK 2 — MARKET SKILLS: TRADING, ANALYSIS & OPERATIONS

Sessions 6–10 | 7.5 Hours | Theme: "Learn the Work You'll Actually Do"

DAY	SESSION FOCUS
6. Stock Market Trading Basics	Order types, intraday vs delivery, brokerage, margin, settlement cycle
7. Trading Platforms & Back Office	Trading terminal, mobile app, watchlists, holdings, reports, portfolio tracking
8. Introduction to Technical Analysis	Candlesticks, trend, support & resistance, volume, moving averages
9. Fundamental Analysis & Mutual Funds	Financial statements, key ratios, SIP/STP/SWP, goal-based investing
10. Depository & DP Operations	NSDL/CDSL, pledge, corporate actions, contract notes, ledger, client reporting

Week outcome: The student can operate a trading platform, read a price chart, evaluate a company and a fund, and understand the settlement and depository processes behind every trade — moving from "knows about markets" to "can work in one."

WEEK 3 — PROFESSIONAL, SALES & ADVISORY SKILLS

Sessions 11–15 | 7.5 Hours | Theme: "Build the Client, Not Just the Knowledge"

DAY	SESSION FOCUS
11. Professional Communication & Soft Skills	Business communication, client etiquette, email writing, presentation skills
12. Lead Generation & Client Acquisition	Prospecting, cold calling, referral marketing, social selling, LinkedIn & WhatsApp outreach

13. Financial Planning & Client Need Analysis	Risk profiling, goal planning, asset allocation, product suitability
14. Sales Pitching & Objection Handling	Need-based selling, objection handling, closing techniques, follow-ups
15. Relationship Management & Cross-Selling	Mutual funds, insurance, PMS, customer retention, portfolio review

Week outcome: The student can source a prospect, run a need analysis, recommend a suitable product, handle objections and retain the relationship. This is the week that converts a knowledgeable student into a revenue-capable hire — and it is what branch managers and channel heads actually screen for.

WEEK 4 - REVENUE MODELS, AI, COMPLIANCE & PLACEMENT

Sessions 16–20 | 7.5 Hours | Theme: "Get Hired, Get Certified, Get Ahead"

DAY	SESSION FOCUS
16. Revenue Models in Financial Services	DRA model, AP model, ARN business, brokerage sharing, incentives, career growth
17. AI for Business Development & Financial Markets	Generative AI, prompt engineering, AI-led lead generation and prospecting, CRM automation, stock screening, technical & fundamental research, earnings analysis, portfolio review, news summarisation, investment presentations, responsible AI
18 CRM, Digital Productivity, Ethics & Compliance	CRM tools, lead management, AI-assisted customer service, compliance best practices, data privacy, cybersecurity basics
19 Placement Readiness & Interview Preparation	Resume building, HR and technical interview, group discussion, corporate grooming
20 Capstone Assessment & Certification	MCQ test, practical evaluation, sales presentation, mock client meeting, feedback, certification

Week outcome: The student understands how money is actually earned in this industry, is equipped with AI tools that make them more productive than a two-year-experienced employee, is compliance-aware, and walks out interview-ready with a certificate and a capstone performance record.

The arc in one line: Week 1 builds knowledge → Week 2 builds skill → Week 3 builds business capability → Week 4 builds employability. Session 17 is your differentiation — very few campus programs in India currently teach AI-driven research and client prospecting inside a financial markets syllabus, and that single session is worth highlighting separately in any college proposal.

About the Speaker :

Sushil Alewa is the Founder and Director of ISFM – Best Stock Market School,, Gurugram, which he established in 2014. A SEBI Registered Research Analyst (INH100009433), MBA and Certified Financial Planner, he brings over 16 years of experience across live trading, wealth management, research and financial market training.

Before founding ISFM, he advised retail and HNI clients at Sharekhan, India Infoline, Religare and Anand Rathi Wealth Management. He is empanelled as a Certified Trainer of Financial Education with SEBI and IICA (Ministry of Corporate Affairs), and has personally conducted over 3000 investor awareness programmes since 2012 and trained more that 30000 people for colleges, universities, corporates and government institutions.

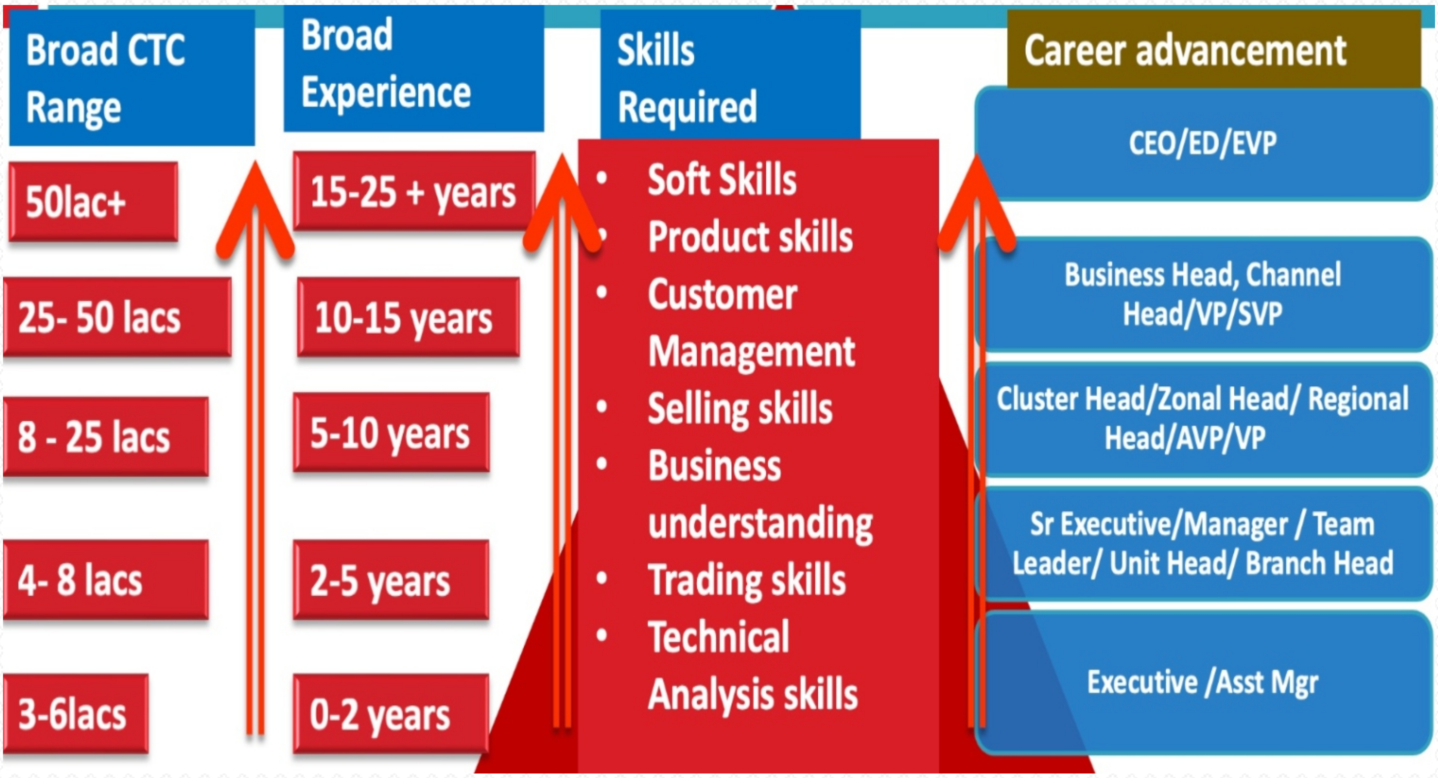
He is currently a Ph.D scholar researching the application of artificial intelligence in financial market decision-making

SUSHIL ALEWA
Director - ISFM
SEBI's Reg. Research Analyst,
MBA, CFP,
16 Years Trading Exp.

Job Roles After Completion

SR. NO.	DESIGNATION	DEPARTMENT	EMPLOYER
1.	Equity Dealer	Broking & Dealing Desk	Angel One, Motilal Oswal, ICICI Sec.
2.	Technical Research Analyst	Research & Advisory	Sharekhan, IIFL, SMC Global
3.	Relationship Manager	Client Acquisition	HDFC Securities, Kotak Securities
4.	Investment Advisor	Wealth Management	Groww, Zerodha, Axis Securities
5.	Derivatives Trader	Proprietary Trading	Proprietary Firms, Trading Desks
6.	Mutual Fund Executive	MF Advisory	NJ Wealth, Funds India
7.	Currency & Commodity Analyst	Global Markets	MCX Members, Currency Trading Firms

CARRIER PATH



Employers Corner

ANANDRATHI, smc, Asit C. Mehta Investment Intermediates Ltd., Angel Broking™ Service Truly Personalized, Elite Wealth, IndiaInfoline It's all about money, honey!, kotak Life Insurance, LKP Shares, zerodha

Reg. Office : 152-P (LGF), Sector-38, Medicity Road, Gurugram - 122002
Contact : +91 8882000233, +91 8168573253, +91 8368025252
E-mail : Info@isfm.co.in | Website : www.isfm.co.in