



**edufin**  
LEARNING ACADEMY



**EDUFIN LEARNING  
ACADEMY**

## ABOUT ELA

EDUFIN LEARNING ACADEMY IS POISED TO STEER UP AND PROPAGATE FINANCIAL EDUCATION BY STANDING IN AS A FACILITATOR TO GIVE PEOPLE AN EDGE IN THEIR DRIVE TOWARDS FINANCIAL INDEPENDENCY.

OUR MISSION IS TO INCUCLATE THE INTRICATE KNOWLEDGE OF THE FINANCIAL MARKET IN OUR STUDENTS AND INSTILL A SOUND AND COGENT APPROACH IN THEIR OUTLOOK TOWARDS THE SAME.

OUR MENTORS THROUGH THEIR EXTENSIVE EXPERIENCE AND KNOWLEDGE IN TRADING AND HEDGING IN STOCKS, FOREX AND COMMODITY MARKETS, HAVE BEEN ACTING AS TRADING COACH TO HUNDREDS OF INDIVIDUALS HELPING THEM ACHIEVING THEIR FINANCIAL INDEPENDENCE THROUGH TRADING.

EDUFIN PROVIDES INDUSTRY CURATED COURSES IN STOCK MARKET, COMMODITY MARKET, CURRENCY MARKET, AND DERIVATIVE MARKET, AS WELL AS PREPARING STUDENTS FOR VARIOUS CERTIFICATION EXAMS OFFERED BY NISM & NCFM.

## WHY CHOOSE ELA ?

- CONTINUOUS RESEARCH AND IMPROVEMENT IS REQUIRED TO REMAIN UPDATED WITH MARKET TRENDS.
- MENTORS' DILIGENT EFFORTS TO SUPPORT STUDENTS IN ACHIEVING SUCCESS.
- ACTIVE HAND HOLDING TO ASSIST STUDENTS ON THEIR QUEST TO PERFECTION.
- AN ANALYTICAL AND PRACTICAL APPROACH TO MARKETS.

# COURSES OFFERED BY ELA

## 1. PROFESSIONAL TRADER PROGRAMME

### Skill Level- Beginner to Intermediate Traders

- **Technical Analysis is its key concept, upon which subsequent research is developed.**
- **The foundation of your trading profession is this curriculum. In class, the focus is on fully understanding concepts and applying them in live markets.**
- **Recommended for New Traders and Stock Market Beginners.**

## 2. MASTER TRADER PROGRAMME

### Skill Level- Intermediate to Advance Traders

- **In this Programme we train the student on advance techniques of Technical Analysis.**
- **Advance techniques and application of Studies and Price action way of trading.**
- **Recommended for people with prior basic knowledge of Technical Analysis.**

## 3. MENTORSHIP PROGRAMME

### Skill Level- Beginner to Advance Traders

- **This programme is designed for freshers in the stock market, who have the will to learn how to trade the markets using Technical Analysis.**
- **This is the best option for anyone serious about becoming a successful and consistently profitable full-time or part-time trader.**
- **You can start as a novice and graduate as a trained professional trader by the end of the programme.**

## 4. CUSTOMIZABLE COURSES

### Based on Learner's Preference

# Technical Analysis

## 1. CANDLESTICKS

### 1. SINGLE CANDLESTICKS PATTERN

- MARUBOZU
- DRAGONFLY
- GRAVESTONE
- DOJI
- SPINNING TOP
- HAMMER
- INVERTED HAMMER
- SHOOTING STAR
- HANGING MAN

### 2. DOUBLE CANDLESTICKS PATTERN

- ENGULFING PATTERN
- HARAMI PATTERN
- PIERCING PATTERN
- TWEezer PATTERN

### 3. TRIPLE CANDLESTICKS PATTERN

- THREE WHITE SOLDIERS
- THREE BLACK SOLDIERS
- ABANDONED BABY PATTERN
- MORNING STAR
- EVENING STAR

### 4. MULTIPLE CANDLESTICKS

- FALLING THREE METHODS
- RISING THREE METHODS
- DOWNSIDE TASUKI GAPS
- UPSIDE TASUKI GAPS

## 2. PATTERN STUDY

- SUPPORT AND RESISTANCE
- HEAD AND SHOULDERS
- DOUBLE TOP AND DOUBLE BOTTOM
- GAP THEORY

## 3. MAJOR INDICATORS & OSCILLATORS

- MOVING AVERAGE
- RSI
- MOVING AVERAGE  
CONVERGENCE/DIVERGENCE(MACD)
- PRICE SENSITIVE TECHNIQUE
- VOLUME SENSITIVE TECHNIQUE
- COMPOSITE METHODS

## 4. TRADING STRATEGIES

## 5. DOW THEORY AND ELLIOT WAVE THEORY

# Futures and Options

1. BASIC CONCEPTS - FUTURES AND OPTIONS
  - NEED AND IMPORTANCE. CHARACTERISTICS OF OPTIONS
  - PAYOFF STRUCTURE. SCENARIO ANALYSIS. WHAT IF ANALYSIS
2. FACTORS AFFECTING OPTIONS PRICE
  - REASONS FOR COMPLEXITY IN OPTIONS PRICE
  - MODELS AND CALCULATORS FOR OPTION PRICE CALCULATIONS
  - INDIVIDUAL IMPACT OF TIME, VOLATILITY, AND UNDERLYING ASSET PRICE MOVEMENTS
3. DIFFERENT VIEWS AND STRATEGIES FOR EACH VIEW
  1. DERIVATIVES
  2. VOLATILITY
    - ARCH MODEL
    - EXPONENTIALLY WEIGHTED MOVING AVERAGE(EWMA)
    - GARCH MODEL,
    - IMPLIED VOLATILITY
  3. CASH & CARRY AND REVERSE CASH & CARRY ARBITRAGE
  4. BEAR CALL AND PUT SPREAD STRATEGY
  5. LONG & SHORT CALL BUTTERFLY, CALL CONDOR, STRANGLE
  6. ADVANCE ANALYSIS OF OPTION CHAINS
  7. IDENTIFYING & AVOIDING THE TRAPS AND SUDDEN DIRECTION CHANGES IN PRICE MOVEMENT
  8. VISUALIZING OPTION EXPOSURE AND GREEKS - DELTA, GAMMA, THETA, VEGA, RHO
9. LONG & SHORT CALL AND PUT
10. OPTION PRICING - TIME VALUE, INTRINSIC VALUE, AND MONEYNESS
11. LONG COMBO, PROTECTIVE CALL, SYNTHETIC LONG CALL, COVERED CALL, COVERED PUT, COLLAR
12. BULL CALL SPREAD STRATEGY, BULL PUT SPREAD STRATEGY
13. DETAILED ANALYSIS OF OPEN INTEREST
14. VOLATILITY SMILE AND ASSOCIATED TRADING STRATEGIES
15. ADVANCE ANALYSIS OF OPTION PRICING MODELS INCLUDING BLACK-SCHOOLS MODEL
16. HEDGING VOLATILITY RISK AND THE VANNA - VOLGA METHOD

# FUNDAMENTAL ANALYSIS

1. FUNDAMENTAL ANALYSIS: AN INTRODUCTION
  - WHAT IS FUNDAMENTAL ANALYSIS?
  - WHY IS FUNDAMENTAL ANALYSIS RELEVANT FOR INVESTING? - EFFICIENT MARKET HYPOTHESIS (EMH), ARGUMENTS AGAINST EMH, DOES FUNDAMENTAL ANALYSIS WORK?
  - STEPS IN FUNDAMENTAL ANALYSIS.
2. BRUSHING UP THE BASICS
  - CONCEPT OF "TIME VALUE OF MONEY"
  - INTEREST RATES AND DISCOUNT FACTORS – OPPORTUNITY COST, RISK-FREE RATE, EQUITY RISK PREMIUM, THE BETA, RISK ADJUSTED RETURN (SHARPE RATIO)
3. UNDERSTANDING FINANCIAL STATEMENTS
  - WHERE CAN ONE FIND FINANCIAL STATEMENTS – THE DIRECTOR'S REPORT, THE AUDITOR'S REPORT, FINANCIAL STATEMENTS: BALANCE SHEET, INCOME STATEMENTS, SCHEDULES AND NOTES TO THE ACCOUNTS, CASH FLOW STATEMENT
  - FINANCIAL STATEMENT ANALYSIS AND FORENSIC ACCOUNTING
  - COMPARATIVE AND COMMON-SIZE FINANCIAL STATEMENTS
  - FINANCIAL RATIOS
  - DU-PONT ANALYSIS
  - CASH CONVERSION CYCLE
  - THE SATYAM CASE AND NEED FOR FORENSIC ACCOUNTING
4. VALUATION METHODOLOGIES
  - TOP-DOWN VALUATION (EIC ANALYSIS) – ECONOMY, INDUSTRY, COMPANY
  - DISCOUNTED CASH FLOW (DCF) MODELS
  - DIVIDEND DISCOUNT MODEL (DDM)
  - FREE CASH FLOW TO FIRM (FCFF) AND FREE CASH FLOW TO EQUITY (FCFE) BASED DCF
  - SUM OF THE PARTS (SOTP)
  - PRICE-TO-EARNINGS (PE) RATIO.
  - PRICE TO BOOK VALUE PB RATIO.
  - EV/ EBITDA
  - PRICE TO SALES (P/S) RATIO
  - SPECIAL CASES OF VALUATION – IPOs, FINANCIAL SERVICES FIRMS, NET INTEREST MARGIN WITH IN (NIM), FIRM'S NEGATIVE CASH FLOWS, ACQUISITION VALUATION, DISTRESSED COMPANIES



# CONTACT US

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