



Course Outline

Week 1

ABC of Stocks

- What are Stocks
- Initial Public Offering (IPO)
- Listing process
- How the stock market works
- Case study: Berkshire Hathaway
- Capital Gain and Dividend
- Trading vs. Investing

Setting up a brokerage account

- Selecting a broker
- Signing up with a brokerage firm

Week 2

Case study: Coffee Stand

Balance Sheet

- Assets
- Liabilities
- Shareholder's Equity

Income Statement

- Revenue
- Expenses
- Profit/Loss

Cash Flow Statement

- Cash In
- Cash Out
- Why are some companies in Profit but have zero cash?
- Case study: Pakistan Petroleum (PPL)

Week 3

Investing in Companies

- Fundamental analysis vs. Technical analysis

Financial ratios

- Earning per share (EPS)
- Price to Earning ratio (PE)
- Book value
- Return on Assets (ROA)
- Dividend yield

Tricky tactics

- Insider Trading
- Pump & Dump

The Magic of Intrinsic Value

- Market Price of a share vs Intrinsic value of a share
- Discount Cash Flow method to calculate Intrinsic value
- PE ratio method to calculate Intrinsic value
- Why is Intrinsic Value of a company so important
- Does anyone really know how to calculate it

Week 4	Week 5	Week 6
<p>Macro-economic analysis; The bigger picture</p> <p><u>How to research</u></p> <ul style="list-style-type: none"> • Financial reports • News (Print, electronic media, etc.) • Political factors • Socio-economic factors • Earning potential 	<p>Macro-economic analysis; Case studies</p> <p><u>Sector specific</u></p> <ul style="list-style-type: none"> • Oil (OPEC meetings, Wars) • Pharmaceuticals (Global pandemics) • Technology (Socio-economic digital revolutions) • Textiles (Export policies) • Cement (Construction policies) • Automobiles (Local demand factors, etc) 	<p>How to operate the trading platform</p> <ul style="list-style-type: none"> • Low volume stock • High volume stock • Upper limit • Lower limit <p><u>Demo application of trading platform</u></p> <ul style="list-style-type: none"> • Live investment/trading • Buying and selling <p><u>Guest speaker session</u></p> <ul style="list-style-type: none"> • Some local financial guru or someone global <p><u>Final evaluation</u></p> <ul style="list-style-type: none"> • MCQs (70%) • Who made the most money with the Demo account (30%)

