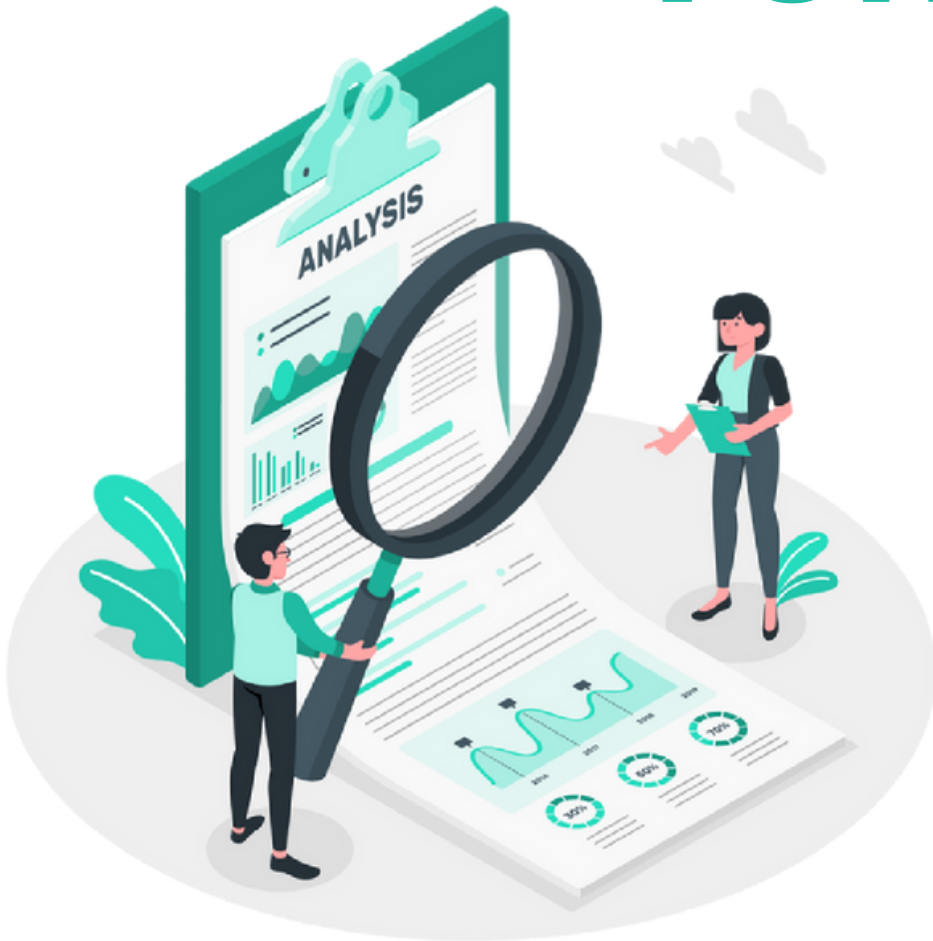


FUNDAMENTAL ANALYSIS





About Us

Fortunity Academy have multiple years of trading exposure in Indian Stock Markets. After reading multiple books on trading mindset, trading psychology listening to many podcasts of successful day traders and hedge fund managers we have tried to decode the actual reason why 95% of the retail traders across the world end up making losses.

It's actually no surprise because it is on par with the general terms that the wealthiest people of 5% in the world control the remaining population. It is because only those 5% of the people are the ones who do something different and go through the phase of real learning and discipline.

Our Vision

Our Vision is to teach, train, and support a trader / investor journey to move from the 95% of losing crowd to the premium 5% of the winning & disciplined people. We know that it requires a lot of commitment from the trader / investor themselves.

We believe strongly that “Investing / Trading is less than 20% fundamental / technical analysis & more than 80% Psychology”. Trading Psychology includes mindset, affirmations, meditation, emotional control, and finding a trading edge that suits your personality.



About Fundamental Analysis

Fundamental analysis is an essential, core skill in an investor's tool-kit for evaluating a company on the basis of its track record: sales, earnings, dividends, products, management, etc., as well as the economic and industry outlook. It is a value-based approach to stock market investing — solid and prudent — that typically offers handsome profits to the long-term investor.



It clearly explains, in this course, all the analytical tools of economic, industry and company analysis, including ratios and cash flow. It shows you how to judge a company's management and its products, and discover what actually lies behind the figures and notes in a company's annual report. And, how to calculate the intrinsic value of a share.

Fundamental analysis will help you base your investment decisions on relevant information, not tips, hunches or assumptions. Doing that will help you make solid, consistent long-term profits. Legendary modern-day investors like Warren Buffet and Peter Lynch used basically this approach to amass fortunes on the stock market. So can you.

Why should one Take this Course?

- To have a basic understanding about fundamental analysis.
- To learn the various valuation methodologies.



Course Content

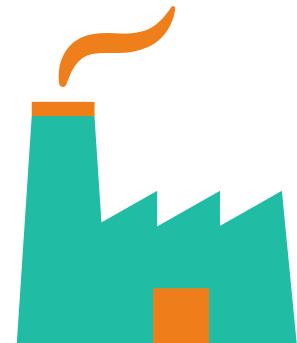
FUNDAMENTALS OF RESEARCH

- What is investing?
- The role of research in investment activity
- Technical Analysis
- Fundamental Analysis
- Quantitative Research
- Behavioural approach to equity investing



INDUSTRY ANALYSIS

- Role of Industry Analysis in Fundamental Analysis
- Defining the Industry
- Understanding industry cyclicalities
- Market sizing and trend analysis
- Secular trends, value migration and business life cycle
- Understanding the industry landscape
- Key industry drivers and industry KPIs
- Regulatory environment/framework
- Taxation
- Sources of information for industry analysis



Course Content

ECONOMIC ANALYSIS

- Basic principle of Microeconomics
- Basic principle of Macroeconomics
- Introduction to various Macroeconomics Variables
- Role of Economic Analysis in Fundamental Analysis Secular, Cyclical and Seasonal trends
- Sources of information for Economic Analysis



COMPANY ANALYSIS – BUSINESS AND GOVERNANCE

- Role of company analysis in fundamental research
- Understand business and business models
- Pricing power and sustainability of this power
- Competitive advantages/Points of differentiation over the competitors
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Quality of management and governance structure
- Risk in the business
- History of credit rating
- ESG framework for company analysis
- Sources of information for analysis



Who will Benefit from this course?

- Students of Management and Commerce
- Finance Professionals
- Stock Analysts
- Anybody having interest in this subject



Career Opportunities



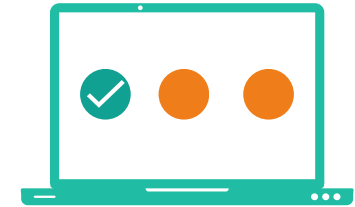
Program Analysis



Be a expert / professional in
Financial Market and
stock market in 6 month.



Live assignments, projects,
case studies of stock market.



Practice online on mock
test papers.



Practical on live software's
used in trading and research.



If Student missed his/her
classes can attend in
other running batches.



Doubt solving sessions
will be held.

NISM/NCFM Exam Preparation

Research Analysis
(NISM certification preparation)

Technical Analysis module
(NCFM Certification Preparation)

Equity Derivatives
(NISM certification preparation)

Option & future strategy
(NSE certification preparation)

Process for **Success**



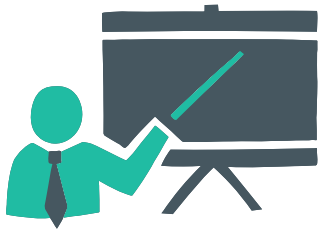
GET PLACED

GET TRAINED

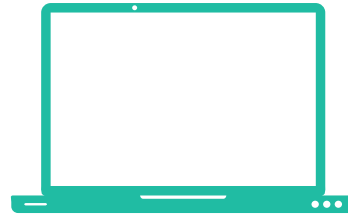
ENROLL



Facilities Offered



Online / Offline Training



Practical Training



Study Materials



Expert level industry recognized training



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