



Yashaswi Education Society's  
International Institute of Management Science,  
Chinchwad, Pune

## COURSE NAME:-EQUITY ANALYTICS

DURATION:- 30 HOURS

COURSE COORDINATOR:-  
PROF MAHESH MAHANKAL

International Institute of Management  
Science, Chinchwad, Pune



## Syllabus for Equity Analytics

Equity Analytics (30 Hrs.)

### Course Objectives

- Understand the structure and functioning of equity markets.
- Learn the principles of equity valuation through fundamental and technical analysis.
- Develop the skills to analyze financial statements and key financial ratios.
- Gain insights into macroeconomic and industry analysis.
- Master various technical analysis tools and techniques.
- Apply equity valuation models and portfolio management strategies.

### Unit 1: Introduction to Equity Markets and Valuation

(06 Hrs.)

This unit introduces students to the basics of equity markets, including the different types of equity securities, key market participants, and the overall market structure and regulation. Students will also learn about the basics of equity valuation, covering both fundamental and technical analysis. The unit emphasizes understanding key financial statements and important financial ratios, and introduces foundational investment theories such as the Efficient Market Hypothesis and Modern Portfolio Theory.

### Unit 2: Fundamental Analysis

(08 Hrs.)

In this unit, students will delve into the principles of fundamental analysis, starting with macroeconomic analysis and economic indicators. They will conduct industry analysis and evaluate company-specific factors such as business models, competitive positioning, and management quality. This unit also involves a comprehensive examination of financial statements, including income statements, balance sheets, and cash flow statements, providing insights into a company's financial health.

### Unit 3: Technical Analysis

(08 Hrs.)

This unit focuses on technical analysis, teaching students various charting techniques such as line, bar, and candlestick charts. Students will learn how to analyze trends and use key technical indicators like moving averages, Relative Strength Index (RSI), and Bollinger Bands. The unit also covers different trading strategies, emphasizing breakout and reversal patterns, momentum trading, and risk management techniques to optimize trading decisions.

### Unit 4: Advanced Topics in Equity Analytics

(08 Hrs.)

The final unit covers advanced topics in equity analytics, including various equity valuation models such as Discounted Cash Flow (DCF), Price/Earnings (P/E) Ratio, and Dividend Discount Model (DDM). Students will learn about portfolio management strategies, focusing on diversification, asset allocation, and performance measurement. The unit also explores current trends and innovations in equity analytics, such as behavioral finance, algorithmic trading, and the impact of technology on equity markets.

