



# Adyapan School

## Stock Market



Duration - 2 months

Industry  
Certification



Skill India Certified

250+  
Partner Companies

# From basics to advanced own the Stock Market.

From markets to strategic investments - become industry-ready.

This immersive Stock Market program takes you beyond foundational concepts into real-world trading and investment strategies. Learn technical analysis, fundamental analysis, portfolio management, and risk assessment through hands-on simulations and guided case studies. With a strong focus on practical decision-making and market insights, you'll graduate with the ability to analyze market trends, make informed investment decisions, and confidently navigate the dynamic world of financial markets.

8

MODULES

30+

PROGRAM OFFERINGS

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

## Where education meets real-world impact

Not just a course — a platform to launch  
your career.

Adyapan Schools was built with a single conviction:  
learning works best when it happens in the real world.  
We partner with top companies, mentors, and industry  
platforms to ensure every student graduates with a  
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live  
client projects, giving you the skills and proof-of-work  
that employers actually want.

### MISSION

To equip ambitious learners with  
practitioner-level digital  
marketing skills through mentor-  
led, project-based education that  
bridges the gap between learning  
and earning.



### VISION

To be India's most trusted  
launchpad for the next generation  
of marketing leaders — defined  
not by degrees but by the real  
work.



## Everything you need to grow fast

### PROGRAM HIGHLIGHTS

#### Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.

#### 1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



#### AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



#### Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



#### Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



#### Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

## CURRICULUM

# 8 weeks. 8 modules. Infinite impact.

### WEEK 1

#### Introduction to Financial Statements

- Discussion of Curriculum
- Overview of financial markets and the stock market
- Understanding financial statements: Balance Sheet, Income Statement, Cash Flow Statement
- Common company filings and how to read them
- Extracting company performance data from financial reports
- Introduction to Return on Investment (ROI) and Equities



### WEEK 2

#### Asset Pricing & Market Basics

- Basic asset pricing theories
- Calculating expected returns of a stock and a portfolio
- Introduction to Portfolio Management fundamentals
- Market Dynamics and Financial Market overview
- Market Liquidity and its importance



### WEEK 3

#### Market Operations & Order Execution

- Types of players in the stock market
- Different types of orders: market, limit, stop-loss, etc.
- tick
- Trading costs and strategies to minimize them
- Efficient and opportune timing for trade execution



## CURRICULUM

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### WEEK 4

#### Trading Strategies - Fundamentals

- How to read and interpret academic research papers on trading
- Introduction to the 7 major trading strategies: momentum, price reversal, earnings persistence, quality of earnings, business growth, behavioral biases, and textual analysis
- Piotroski F-Score - concept and calculation
- Using the F-Score to build a trading strategy



### WEEK 5

#### Trading Strategies - Advanced

- Post Earnings Announcement Drift (PEAD) strategy
- Momentum and momentum crash strategies
- Accruals-based trading strategies
- Behavioral biases and how they impact market decisions
- Textual analysis of business reports for trading signals



### WEEK 6

#### Back Testing & Strategy Validation

- Introduction to back testing systems
- Avoiding look-ahead bias and survivorship bias
- Differentiating data mining from empirically sound strategies
- Stress testing back test results
- Incorporating transaction costs and market frictions into algorithms



## 8 weeks. 8 modules. Infinite impact.

### WEEK 7

#### Performance Measurement & Risk Analysis

- Measuring strategy performance using risk-adjusted returns
- Sharpe Ratio, Treynor's Ratio, and Jensen's Alpha
- Technical Analysis and Market Trend Evaluation
- Selecting an appropriate benchmark for a fund
- Portfolio Risk assessment and management



### WEEK 8

#### Portfolio Building & Hedge Fund Basics

- Integrating multiple strategies into a single portfolio
- Measuring each strategy's contribution to portfolio risk and return
- Tilting analysis to determine optimal strategy weights
- Techniques for minimizing overall portfolio risk
- Overview of hedge fund regulatory framework
- Types of investors and their expectations



WHO THIS IS FOR

## This course is perfect for

Aspiring Stock Market Traders  
& Investors

B.Com, BBA & Finance Students

Working Professionals  
Exploring Wealth Creation

Entrepreneurs & Business  
Owners Managing Investments

Personal Finance & Financial  
Independence Enthusiasts

Students & Career Switchers

### CERTIFICATIONS



### ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Deloitte

Your career switch is one click away.

Ready to begin? Apply at [adyapanschool.com](http://adyapanschool.com) or email us at [support@adyapan.com](mailto:support@adyapan.com)

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