

**Centre for Continuing Education Studies (CES)**  
**Course Outline**

<b>Course Title</b>	Investing in Stock Market
<b>Instructor</b>	Dr. Yasir Mahmood
<b>Course Length</b>	6 weeks
<b>Prerequisites (if any)</b>	N/A

<b>Course Description</b>
<p>It is a myth that stock market in Pakistan is a gambling den that is not based on fundamentals. However, just like the stock markets of the developed world, it is one of the best asset class available for long term investment. The objective of the course is to enable participants in becoming self-directed investors. This course will provide a practical framework of tools, techniques and strategies to analyze different investment products while providing an understanding regarding the risks and rewards of each asset class.</p>

<b>Course Learning Outcomes</b>	
	By the end of this course, the students should be able to:
LO1:	Differentiate between different investment products and develop understanding regarding financial markets
LO2:	Develop understanding of financial statements and how the economy works
LO3:	Understand the factors that affect securities prices
LO4:	Develop understanding regarding portfolio management
LO5:	Decide upon the best asset allocation mix suited to their situation

<b>Course Outline</b>	
<b>LEC 1</b>	Investment Products/Avenues/Instruments
<b>LEC 2</b>	Financial Markets
<b>LEC 3</b>	Understanding Financial Statements
<b>LEC 4</b>	Analyzing Financial Statements
<b>LEC 5</b>	Valuation Ratios
<b>LEC 6</b>	Economy
<b>LEC 7,8,9</b>	Framework
<b>LEC 10</b>	Portfolio Management
<b>LEC 11</b>	Lessons/Experiences
<b>LEC 12</b>	Discussion regarding key aspects of the course / Presentations

### **Supplementary Information**

Participants are advised to go through the following websites before attending the first session:

- [www.pkfinance.info](http://www.pkfinance.info)
- [www.invest.pk](http://www.invest.pk)

Note: It is recommended that participants bring their laptops/tablets for the classes.