

Centre for Continuing Education Studies (CES)
Course Outline

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

Course Description
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.

Course Learning Outcomes	
	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

Course Outline	
LEC 1	Investment Products/Avenues/Instruments
LEC 2	Financial Markets
LEC 3	Understanding Financial Statements
LEC 4	Analyzing Financial Statements
LEC 5	Valuation Ratios
LEC 6	Economy
LEC 7,8,9	Framework
LEC 10	Portfolio Management
LEC 11	Lessons/Experiences
LEC 12	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
- www.invest.pk

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