



LOYOLA COLLEGE (Autonomous)

"College of Excellence"

Nungambakkam, Chennai - 600 034.

Workshop on STOCK MARKET INVESTMENT ANALYSIS

Event Title	Stock Market Investment Analysis
Organized by	PG & Research Department of Commerce, Loyola College, Chennai - 034.
Category	Workshop
Date & Time	17 th May, 2022 & 2 pm - 5pm
Resource Persons	1. Dr. Hussain Sherif Vice President, Basan Equity Broking Ltd. Hyderabad 2. Mr. K. Soundara Rajan Consultant, Wealth Creation & Management-Equity Market)
No. of Participants	54
Mode	Offline

INVITATION



LOYOLA COLLEGE

(AUTONOMOUS)

Chennai - 34

PG & RESEARCH DEPARTMENT OF COMMERCE

Organizes
a workshop on

"STOCK MARKET INVESTMENT ANALYSIS"

Resource Persons:

Dr. Hussain Sherif

Vice President
Basan Equity Broking Ltd. Hyderabad

Mr. K. Soundara Rajan

Consultant
Wealth Creation & Management - Equity Market

Date: 17th March 2022

Time: 2.00pm - 5.00pm

Venue: YD Hall

Dr. A. Marcus
Chairperson

Dr. L. Solomon
Convener

Dr. J. Justin Rayappa
Organizing Secretary

Dr. M. Salathaiyan
Organizing Secretary

REPORT DESCRIPTION

Workshop on “Stock Market Investment Analysis” organized by the PG & Research Department of Commerce, Loyola College on 17th May, 2022 ; between 2p.m – 5p.m.

INTRODUCTION

Stock markets enable companies to be traded publicly and raise capital for their business operations. The stock exchange acts as a liaison between the investor and the corporates and also ensures a secure environment for the transfer of capital and ownership. By raising capital from the investors, companies can grow their businesses, expand operations and create jobs in the economy.

For investors, stock markets provide a way to invest money in order to potentially earn a share of the company’s profits. Active investors and traders can easily buy and sell their securities due to the abundant liquidity in major stock markets.

OBJECTIVES

- To create awareness among the students on stock market investments.
- To expose the students to various investment avenues that are available in the Indian Capital Market.
- To guide the students in applying the theoretical concepts they have studied in classrooms in real time market trade.
- To nourish them with array of hope that investments made via stock markets are secure and they operate in a well regulated environment.

REPORT

The PG and Research Department of Commerce, Loyola College, Chennai had organized a Workshop on “Stock Market Investment Analysis” on 17th May, 2022 between 2p.m – 5p.m at YD Hall. The event was convened by Dr. L. Solomon Raj, Assistant Professor of Commerce, Loyola College and was organized by Dr. J. Justin Rayappa, Assistant Professor of Commerce, Loyola College and Dr. M. Salathaiyan, Assistant Professor of Commerce, Loyola College. The programme commenced with a short prayer. The Head of the Department of Commerce, Dr. A. Marcus delivered the welcome address and highlighted the importance of the workshop. He applauded the organizers for crafting this workshop which would be an eye opening for the students in terms of financial literacy in a practical mode. After the welcome address, Dr. J. Justin Rayappa, the Organizing Secretary of the workshop, delivered the dynamics of the event and introduced the resource persons to the participants. The Head of the Department of Commerce, Dr. A. Marcus felicitated Mr. Soundara Rajan, Resource Person, with a shawl and memento. The Organizing secretary of the workshop, Dr. J. Justin Rayappa felicitated Dr. Hussain Sherif, Resource Person, with a shawl and a memento.

Session 1: Understanding the Basics of Stock Market Operations

Mr. K. Soundara Rajan (Consultant, Wealth Creation & Management-Equity Market) delivered his lecture on the basics of stock market operations and introduced the students to various facets of Indian Capital Market. At first the resource person started with a Q&A session like: What is a Stock? Why is Stock Market considered to be the barometer of a country’s economy? What happens when you trade in stocks? and so on. The students expressed their point of views and were very much interactive during the session. Then the resource person walked through certain basic terminologies used in the day to day business of the stock market. The speaker then moved on to the procedures involved in Opening a Demat and Trading Account with a broker. Practical exposure on how trading is done, how to track stock price movements, how to interpret data provided in the financial statements of companies, how to forecast the future stock price movements were taught to the

students in a brief manner. The resource person also shared his long years of experience in the stock market and had discussed on various scams, stock market crashes that he had experienced in his career. Finally the students were advised to read a lot of books, articles and to experiment the theoretical aspects in the realistic market by way of investments and were propelled to develop the skill set required to predict stock price movements.



Session 2:Versatility of Investment & Power of Compounding

Dr. Hussain Sherif (Vice President, Basan Equity Broking Ltd. Hyderabad) stressed on the need to equip financial literacy to lead a secured life with a passive income stream. Now a days the rate of inflation has surpassed the regular income levels of individuals which has instigated the search for an alternative source of income to lead a normal peaceful life. The resource person has extensively shared his insights on “Stock Market’s: Power of Compounding” and had shared real time evidences of how stock markets investments have produced millionaires & billionaires, over a period of time. The speaker had also exposed the students to various investment avenues that are available in the Indian Capital Market other than the traditional form of investment practices in India like Gold, Realty etc. This session was followed by a Question & Answer session, where the students were given opportunity to come out with relevant questions and the resource persons shared their views on them.



Key Takeaway for students:

- The sessions gave an overall perspective of the functioning of stock market operations on a real time basis.
- Exposure to various investment avenues was very much comprehensive and insightful.
- The case studies that were discussed during the sessions were inspiring and thought provoking.
- The hands on experience of the resource persons in the stock market arena, instigated the financial aspirations of the students.
- Day to Day operations of the stock market were explained in a clear & simple manner.

OVERALL FEEDBACK

The students were completely satisfied with the workshop and had agreed that the speakers were very much knowledgeable and gave useful insights. They sincerely appreciated the resource persons for their patiently in answering all their questions. The students expressed their utmost gratitude to the organizers for conducting such an insightful and analytical workshop. The students have rated that the overall conduct of the program as 'excellent'.

CONCLUSION

Stock market trading is not as difficult as it seems to be and can be learnt by anyone interested in learning the same. Stock markets though volatile, offers a huge potential for growth in one's wealth in the long term. There are various ways through which investors can learn about stock market trading, the different strategies, tools, and techniques of market analysis, and much more. Though it is easy to begin with stock market investment, beginners in the field need to be cautious before putting their hard-earned money in the market.

ORGANIZERS

Chairperson	Dr. A. Marcus, Head of the Department, Commerce
Convener	Dr. L. Solomon Raj
Organizing Secretaries	Dr. J. Justin Rayappa Dr. M. Salathaiyan
Student Coordinators	Mr. A. Albin Vimal Raj (20-DCO-008) Ms. P. Anisha (20-DCO-001) Mr. S. Rosemilan (20-DCO-005)