



LEARN LEAD SERVE

Post Graduate Diploma in Financial Markets - PGDFM

In association with National Stock Exchange NSE



SRI SRI UNIVERSITY





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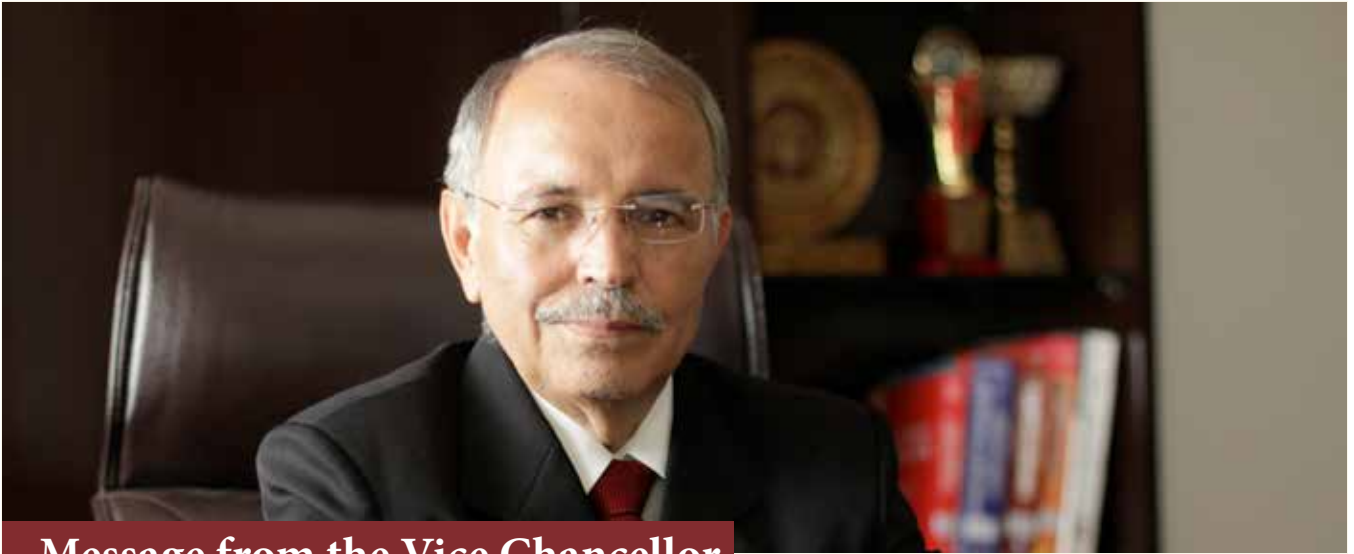
About Sri Sri University

Envisioned by Sri Sri Ravi Shankar ji, Sri Sri University was founded in 2009 with the vision of establishing a world-class institution in India. Sprawled across a 185-acre campus along a tributary of the Mahanadi river between Bhubaneswar and Cuttack, the university offers a holistic education that inculcates the ancient spiritual values of the East with the cutting-edge ideas and technology of the West.

In keeping with its manifesto of “Learn Lead Serve”, the university offers a distinctive curriculum that enriches both domain expertise and life skills. The university aims to create ethical, efficient and happy leaders who can contribute to a joyful, productive society. The university aims to become a global centre of excellence in education and research drawing from the best of Western ideas and innovation and Eastern values and wisdom.

The university will preserve and revive ancient wisdom by offering courses in yoga and naturopathy, performing arts including Hindustani music and Odissi . At the same time the university will also offer cutting edge programs in areas such as Osteopathy and Craniosacral Therapy and good governance. The university will gradually offer a range of pivotal as well as unique courses from the East and the West.

Sri Sri University currently offers programs in management, good governance, yoga, education, health and wellness (Osteopathy and Craniosacral Therapy), technology (architecture), liberal arts (commerce), fine arts and performing arts. Sri Sri University provides a unique social culture which nurtures a rich learning environment and aids excellence in students. One of the first steps taken by the university to offer a healthy social culture is its virtually smoke-free, alcohol-free and drug-free and completely vegetarian campus. The Art of Living Program (Happiness Program) is an integral part of the curriculum at Sri Sri University. The program provides participants with practical tools and techniques, including yoga, meditation and pranayam, to effectively handle stress. In the coming years, Sri Sri University will revive the grandeur of the ancient Indian learning centres, for the seekers of knowledge around the world to converge at its citadel once again.



Message from the Vice Chancellor

NSE and SSU have collaborated to mount a post-graduation program of one-year duration to enrich the prospects with state-of-the-art knowledge and practice of capital market and financial services. The attractions of the program include the SSU-Art of Living advantage and the simultaneous clearance of eight certificates necessary to operate in capital market viz

- NCFM: Capital Market Dealers Module
- NISM VA: Mutual Fund Distributors Certification
- NISM Series XA: Investment Advisory
- NISM Series VIII: Equity Derivatives Certification
- NCFM Option Trading Strategies
- NCFM Technical Analysis Certification
- NISM VII: Securities Operations & Risk Management Certification

Come and join in this unique program to become a powerhouse in the new resurgent India.

Dr. Nand Lal
Vice Chancellor, Sri Sri University

Governing Council

Board of Governors

Dr. A. L. Rao <i>Former Chairperson of the Board and Ex COO, Wipro Technologies</i>	President
Dr. Nand Lal <i>Formerly Dean, Faculty of Science and Dean Research & Development, Kurukshetra University</i>	Vice Chancellor
Ms. Rajita Kulkarni <i>President - World Forum for Ethics in Business, Board Member-AOL Health & Education Trust, USA, Director - TLEX (Europe)</i>	Member
Mr. Narendra Lamba <i>Director of Operations, Sri Sri University</i>	Member
Mr. Nikhil Sen, <i>Chairman, SSRVM Trust, Managing Director - Unibic India, Bengaluru</i>	Member
Mr. Ashok Kheny <i>MD, Nandi Infrastructure Corridor Enterprise Ltd.</i>	Member
Mr. G. R. K. Reddy <i>Chairman & MD, MARG</i>	Member
Mr. Venugopal Dhoot <i>Chairman, Videocon Industries Ltd.</i>	Member
Mrs. J. Mohana Sundari, <i>Entrepreneur</i>	Member
Mr. Basant Kumar Periwal, <i>CEO, Vinam Enterprise, Kolkata</i>	Member

Board of Governors

Mr. Gautam Chellaram,
CEO-Chellsea Pvt. Ltd.

Member

Mr. Mahesh Poddar,
Entrepreneur

Member

Mr. Bala Balachandran,
Founder & Dean, Great Lakes Institute of Management

Member

Prof P. Srinivas Subbarao
Executive Registrar, Sri Sri University

Non Member Secretary

Board of Advisors

Dr. M.S.Swaminathan - *Father of the Green Revolution in India,
Founder and Chairman, M S Swaminathan Research Foundation*

Dr. Sanjay Pradhan - *President, World Bank Institute; Chairperson, World Forum for Ethics in Business*

Mr. S. B. Ganguly - *Chairman Emeritus, Exide Group*

Mr. Madhu Rao - *Vice Chairman, Shangri-La Group*

Mr. Bijoy Kumar Sahoo - *President, Reliance Industry (Retail Business)*

Mr. Jo Leinen - *Member of the European Parliament*

Mr. Luis Moreno Ocampo - *Chief Prosecutor, International Criminal Court*

Chevalier Thakur Niranjana Joseph de Silva Deva Aditya -
Ex. Member of British Parliament and the European Parliament

Academic Council

Dr. Nand Lal - *Vice Chancellor, Sri Sri University*

Prof. (Dr.) Srikrishna Deva Rao - *Vice Chancellor, National Law University, Bhubaneswar, Odisha*

Prof. Ajay Kumar Singh - *Dept. of Commerce, Delhi School of Economics, Delhi University*

Prof. Rajbir Singh - *Director, Consortium for Educational Communication, IUAC (NSC) Campus, New Delhi*

Prof. Dinesh Kumar - *Vice Chancellor, YMCA University of Science & Technology, Faridabad*

Dr. Pasumarti Srinivas Subbarao - *Executive Registrar & HOD Management Studies, Sri Sri University*

Prof. Srilakshmi Swamy - *Head of Department, Faculty of Architecture, Sri Sri University*

Prof. Huguette Lambert - *Head of Department, Department of Osteopathy, Sri Sri University*

Officers of the University

Dr. Nand Lal - *Vice Chancellor*

Dr. Srinivas Subbarao Pasumarti - *Executive Registrar*

Mr. Narendra Lamba - *Director Operations*

Mrs. Aradhana Sharma - *Assistant Registrar*

Mr. Jyoti Ranjan Garnayak - *Manager HR & Operations*

Ms. Bhavna Gondaliya, Mr. Veeresh Sharma, Mr. Kaushal Borisagar - *Wardens*

From the NSE's Desk

Dear Participants

Greetings from NSE

It is my pleasure to introduce you to the Post Graduate Diploma in Financial Markets, a joint collaborative program by the National Stock Exchange (NSE) and Sri Sri University (SSU).

NSE aims at cultivating a culture of knowledge to help professionals take informed decisions relating to the securities market and has initiated a number of educational initiatives including certification programs, financial literacy at the school level and short-term courses at the college level to develop a pool of human resources having right skills and expertise to help enhance quality intermediation in the financial markets.

Financial education has been a key focus area of NSE for many years. The exchange has conducted hundreds of seminars on financial literacy, to bring more people into the financial mainstream. The Post Graduate Diploma in Financial Markets equips participants with comprehensive knowledge and skill enhancement to meet the vibrant demands of the financial sector both at the domestic and the international levels.

NSE and Sri Sri University bring together renowned academicians and financial experts associated with major corporate houses, business conglomerates and academic institutions. This unique combination ensures that students learn comprehensive, state-of-the-art financial thinking and techniques, practiced in the rapidly growing and diversified Indian markets.

Ravi Varnasi

Chief -Business Development, NSE

About NSE

NSE is the world's 3rd largest stock exchange and the no.1 stock exchange in India. NSE has brought about unparalleled transparency, speed, efficiency, safety and market integrity. NSE has played a catalytic role in reforming the Indian securities market in terms of microstructure, market practices and trading volumes. The market today uses state-of-the-art information technology to provide efficient and transparent trading, clearing and settlement mechanism and has witnessed several innovations in products and services viz. demutualization of stock exchange governance, screen-based trading, compression of settlement cycles, dematerialization and electronic transfer of securities, securities lending and borrowing, professionalization of trading members, fine-tuned risk management systems, emergence of clearing corporations to assume counterparty risks, market of debt and derivative instruments and intensive use of information technology.

NSE has also taken a number of initiatives in India to promote financial market education, financial literacy and vocational courses. It has launched a financial markets management program at the 10 + 2 level in CBSE schools in 2007, brought in financial literacy programs for about three lakh students in Tamil Nadu and in Maharashtra through the Maharashtra Knowledge Corporation Limited, Pune. A number of universities such as GGS Indraprastha University, New Delhi; Punjabi University, Patiala have launched MBA and BBA programs in financial markets in collaboration with NSE. NSE's certification in Financial Markets (hereinafter called NCFM) is an online testing system, a revolutionary concept in the administration of examinations and the only one of its kind today in the country. It is virtually a benchmark in the financial market industry and many employers rely upon NCFM modules passed by the students while considering them for employment.



Post Graduate Diploma In Financial Markets (PGDFM)

The PGDFM is designed jointly by experts from SSU and NSE to fulfill the skill gaps in the financial markets industry. The emphasis is on experiential learning through seminars, presentations, workshops and industry visits.

The comprehensive program covers all major areas of financial markets including equity debt, mutual funds, equity derivatives, currency derivatives and commodities.

Candidates can practice on web-based software to develop financial markets skills anytime, anywhere in addition to training on advanced financial market software like NSE-TAME, Capitaline, MetaStock and Prowess.

The Post Graduate Diploma in Financial Markets lays a lot of emphasis on skill development. Employers are generally reluctant to take in fresh candidates as they do not possess live trading skills. NSE has developed specialized market simulation software, to simulate the live market conditions so candidates can learn investment and trading skills in a simulated environment, without investing actual money, using the NLT (NSE Learn to Trade) web-based software.

Exposure to financial centers and the stock exchange is an essential part of the program. Internship and projects, which are an integral part of the program provide real-life experience so that the candidates are market-ready upon completion of the program.

- **Teaching Methodology:** The teaching methodology is practical, hands-on and real-time, rather than merely theoretical. The classroom lectures are supplemented by regular business presentations, seminars and workshops. Candidates are encouraged to make presentations and participate in case studies, group discussions and role plays.
- **Certification:** Participants must clear the following seven certifications required for operation in the capital markets, as part of the program:
 - NCFM: Capital Market Dealers Module
 - NISM VA: Mutual Fund Distributors Certification
 - NISM Series XA: Investment Advisory
 - NISM Series VIII: Equity Derivatives Certification
 - NCFM Option Trading Strategies
 - NCFM Technical Analysis Certification
 - NISM VII: Securities Operations & Risk Management Certification
- **Internship** for two months for practical exposure.
- **Industry exposure:** Interaction with industry experts through guest lectures, seminars and industry-integrated training sessions by financial experts, policy makers and corporate leaders are an integral part of the program.
- **Extensive Financial Training:** The program provides hands-on training in advanced financial software including Capitaline/Prowess/SPSS, NSE-TAME and Metastock, which are widely used in the financial world across research firms, AMCs and KPOs
- **Latest curriculum:** The program curriculum is highly industry-oriented and up-to-date with the best practices of the industry
- **Experienced faculty:** The program will be taught by the experienced, well-reputed faculty at Sri Sri University along with industry experts from NSE for an effective mix of theory and practical experience.
- **Placement Assistance:** While the collaboration does not guarantee placements, it opens up the extensive network offered by NSE-Sri Sri University for placement assistance to deserving candidates. 100% assistance in placement with leading Companies like ICICI Direct, Kotak, Karvy, Capital IQ etc.
- **Infrastructure:** Sri Sri University through its picturesque 185-acre campus set alongside a tributary of the Mahanadi river, air-conditioned classrooms, well-updated library, spacious and comfortable hostels, computer lab, seminar halls, gymnasium and basketball court, and cafeteria offers a conducive atmosphere for learning.



Course Structure

The PGDFM is a full time, one-year, four quadmester program. The quadmester-wise papers are given below.

Quadmester 1	Quadmester 2
Financial Institutions and Markets	Financial Advisory Services
Capital Market Operations	Equity Derivative Market Operations
Banking Operations	Fundamental Analysis
Economics for Financial Markets	Fixed Income Securities & Debt market
Introduction to Financial Planning	Accounting and Taxation
Mutual Fund Operations	
Corporate Accounts & Financial Reporting	
Quadmester 3	Quadmester 4
Internship	Operation & Risk Management
Technical Analysis	Computer Application in Finance
Options Trading Strategies	Marketing of Financial Products



Classroom Teaching - 10 months

Faculty at NSE and Sri Sri University

Internship/ Project - 2 months

Career Options In Financial Markets

The Post Graduate Diploma in Financial Markets equips participants to take up any of the following career options:

- Investment Banking
- Investment Advisory Services
- Research Analyst- Equity, Technical, F&O, MFs, Commodity, Forex
- Fund/Portfolio/Hedge Fund Management
- Back/Front Office Operations Management
- Surveillance/Compliance/Regulation Management
- Teaching/Content Development
- Financial Journalism
- Risk Management

Faculty

For Sri Sri University

Vijaya Batth

Assistant Professor – Finance and Accounts

Binod Gopal Mukherjee

Assistant Professor - Finance

For NSE

Avik Shankar Gupta

Assistant Manager, National Stock Exchange of India Ltd.

Core Faculty



Dr. Srinivas Subbarao P, Professor

D.Litt (Post-Doctoral) FDPM (IIMA)

Ph.D, M.Phil, Nagpur University;

M.Com, MBA, MA, PGD T & T.M, Andhra University;

LLM, MHRM, M.Sc (Psy) - Acharya Nagarjuna University



Dr. Sunil Dhal, Associate Professor

Ph.D, Utkal University; MBA, Pondicherry University;

M.Tech, PGDSC & A, M.Sc (Mathematics), Utkal University



Dr. Jyotirmayee Acharya, Associate Professor

Ph.D NTNU, Norway;

M.Phil, Utkal University;

M.Sc AIT, Bangkok



Dr. Soumya Ranjan Padhi, Associate Professor

Ph.D, Behrampur University;

M.Sc, NIT, Raurkela;

PGDM, XIM, Bhubaneswar



Dr. Subash Chandra Nath, Associate Professor

Ph.D, M.Sc, MBA, Utkal University



Barada Panigrahy, Assistant Professor

Masters in Management (Marketing), ICAI University, Hyderabad;

M.Sc Agricultural Economics, OUAT, Odisha



Vijaya Batth, Assistant Professor

FCA, The Institute of Chartered Accountants of India;

ACS, The Institute of Company Secretaries of India; LLB, Utkal University



Dr. Bhagirathi Nayak, Assistant Professor

Ph.D, North Orissa University;

M.Sc (IT), Alagappa University



Amaresh Nayak, Assistant Professor

*M.Phil, Utkal University; MA in PM and IR, Utkal University;
MBA, FM University, PGDCA*



Virat Chirania, Assistant Professor

*Masters in Management (Project Management),
Syracuse University, USA*



Laxmana Sandeep Janyavula, Assistant Professor

*Masters in Management,
University of Strathclyde, Scotland*



Binod Gopal Mukarjee, Assistant Professor

PGDBM, IIM, Kolkata



Kaushal Borisagar, Assistant Professor

*PG in Computer Application, Saurashtra University, Gujarat;
M.Sc, Information Technology and Computer Application;
M.Tech, Information Technology and Computer Science*



Manuj Madan, Assistant Professor

*SAP MM certified Professional,
MBA(General), Sri Sri University
B.E (Chemical), Panjab University, Chandigarh*

Abhijit Paul

Abhijit Paul is the co-founder and Head of Business Development and Strategy at Alphative Advisors. He comes with more than nine years of rigorous experience in the Financial Services Industry, with ICICI Securities and BRICS Securities (as Assistant Vice President). He is also a regular face on business channels CNBC, CNBC Awaaz, Zee Business and Bloomberg.

Manish Bansal

Manish Bansal has over 17 years of experience in diverse fields including sales and business development (Citibank, India), regulatory (Securities and Exchange Board of India – SEBI, India) and business analysis (Institute of Chartered Financial Analysts of India – ICFAI, India). He also serves as visiting faculty to institutes including the Indian School of Business (ISB), Hyderabad, Indian Institute of Management (IIM), Bangalore, Indian Institute of Technology (IIT), Mumbai.

Jyoti Budhia

Jyoti Budhia has nearly 30 years of experience in financial markets. She is an NISM empanelled CPE trainer for currency derivatives, equity derivatives, securities operation, risk management, mutual fund and investment advisors. She is also a professor at Bharti Vidyapeeth University (IMED-Pune), GIPE (PUNE), Indira Institute of Management - Pune, Manipal Global (Mumbai Branch), Sydenham College. She has authored various NCFM Modules.

Sanat Kumar Bharadwaj

Sanat Kumar Bharadwaj is a NISM empanelled CPE trainer for mutual funds and investment advisors. He was previously associated with the Enforcement Directorate - FERA 1973, Unit Trust of India and HDFC Asset Management Company Ltd. He has trained bankers, wealth managers, market distributor and brokers and is associated with various asset management companies. He has also published several papers.

Admission Process



Eligibility

All Participants must have completed graduation or an equivalent degree with at least 50% in aggregate from an Indian University/Institutions recognized by the Association of Indian Universities. Professional Qualifications like CA, CS, CWA, CFA, MBA, will have an added advantage.

There are limited seats.

Note: Candidates in their final year of graduation may also apply. Their admission will remain provisional and will be confirmed only on submission of proof of passing graduation on or before September 2015. PI subject to management's decision

For Government Officers

- Officers at middle/senior level working with the Central or State Government, Public Enterprise and autonomous organizations belonging to State/Central Government.

Documents

Selected candidates will have to show originals and submit self-attested photocopies of the following documents at the time of registration.

- Copy of 10th, 12th and graduation mark sheet
- Copy of your character certificate/birth certificate
- Copy of your CAT/GMAT/XAT/CMAT/MAT score card
- Employment certificate from the employer for sponsored candidates

Particulars	1st Half Year	2nd Half Year
Registration Fees	Rs. 30,000/-	-
Tuition Fees	Rs. 1,20,000/-	Rs. 1,50,000/-
BOARDING & LODGING FEE (Std default accommodation is 3 sharing)	Rs. 33,000/-	33,000/-
TOTAL	Rs. 1,83,000/-	Rs. 1,83,000/-
Payable on or Before	June 30th 2016	Dec 15th, 2016

Application Process

Candidates can send in their application:

- Candidates can fill the online application form on Sri Sri University website(www.srisriuniversity.edu.in) with an online payment of Rs. 750/- by Debit Card, Credit Card, Net banking
- Via Download from the website: Candidates may also download the application form from the Sri Sri University website and submit the duly filled in application along with a DD of Rs. 750/-- in favour of Sri Sri University , payable at Cuttack to the Admission Office, Sri Sri University, Sri Sri Vihar, Ward No-3, Bidyadharpur , Arilo ,Cuttack – 754006.
- At the ICICI Bank Counter in the Sri Sri University campus, against cash or DD of Rs. 750/- in favour of Sri Sri University, payable at Cuttack, on all working days between 11.00 a.m. and 4.00 p.m.

Note: *Candidates are required to fill the application form in their own handwriting. Incomplete forms, applications not bearing the signature are likely to be rejected.*

*** Limited seats. Admission on first come first served basis.**



Global Network:

Sri Sri University is part of the global network of the Art of Living Foundation which is present in over 152 countries world-wide. Sri Sri University is deeply associated, through collaborations, with:

- The World Forum for Ethics in Business (WFEB)
- Cordoba University

Such collaborations open up opportunities for:

- innovative, best-in-class curriculum-building, sharing of knowledge, learning from experience of the leaders and exchange of ideas
- networking, internships and placements around the world.
- experienced faculty who have joined from IITs, Wharton and other renowned institutions

Sri Sri University is one of the few universities to offer global exposure to its students.

- 2 students from the batch of 2012-14 participated in the World Youth Leadership Forum organized by the World Forum for Ethics in Business(WFEB) in the European Parliament
- The batch of 2013-15 was invited to attend the Corporate Culture and Spirituality Conference at the Art of Living International Centre
- 3 students from the MBA batch of 2013-15 completed their summer internships with the WFEB's organizing committee on the 1st World Summit on Ethics in Sports held at the FIFA headquarters in Zurich.

Global leaders such as Sanjiv Sarin, Regional President of TATA Global Beverages Ltd; Satya Bansal, CEO, Barclays Wealth Management (India) and Subramanian Swamy are invited to interact with students.



Socio-academic culture

Sri Sri University provides a social culture

- Which nurtures a rich learning environment and aids excellence in students
- Which is inculcated through a healthy, smoke-free, alcohol-free, drug-free and vegetarian campus.
- The Art of Living Program is an integral part of the curriculum at Sri Sri University.
- Students learn to become socially responsible leaders

Sri Sri Ravi Shankar's globally sought after knowledge available on campus

- While students develop domain knowledge they also have access to the sought-after Art of Living Programs
- Sri Sri Ravi Shankar's globally sought after knowledge is interlaced into the life of the student through weekly follow-up sessions, satsangs and service activities
- This helps in holistic development

Diverse Student Community

- The Sri Sri University campus is a multi-cultural campus, with students from more than 20 states of India and five countries.
- Sri Sri University becomes a melting pot of culture, students are exposed to a wide variety of cultures. Students of Sri Sri University feel at home anywhere in the world.
- Sri Sri University is well on its way to becoming a global centre of excellence by attracting students from around the world.



Sri Sri University is sprawled across a 185-acre campus, located on the banks of a tributary of the Mahanadi, between Bhubaneswar and Cuttack in Odisha.

The Wi-fi enabled campus houses the Admin Block, Academic Block, Computer Lab, Library, Seminar Halls, Practice Halls, Hostels (separate for yoga students), Vidya (skill training centre) and Cafeteria. The university offers sports facilities including a gym and a basketball court.

The fully air-conditioned academic block houses eight classrooms, two tutorial centers and a student activity centre. The university has designed various faculty centers adopting the mini-campus concept.

Plans are underway for an iconic central tower, inspired by the Lingaraja temple in Bhubaneswar built in the 11th century A.D. The tower will host classrooms, seminar halls, conference halls, a library, a museum and exhibition space as well as a meditation hall.



IT Infrastructure

The university provides high-speed internet services to support the 24x7 Wi-fi internet access, backed by fibre optic LAN cables.

Sri Sri University has more than 60 workstations with dedicated servers for applications and multiple software packages including SPSS, Prowess and SQL servers. Students are also provided training in multimedia and management software to aid research, publication and design. The IT Infrastructure at the university is at par with international standards.

SRI SRI UNIVERSITY



LEARN LEAD SERVE
www.srisriuniversity.edu.in

Campus:

Sri Sri University, Bidyadharpur Arilo, Ward No. 3, Cuttack, Odisha - 754006 India

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