

## Essentials of Fusion Analysis

An increasing number of portfolio managers have realized that fundamental analysis alone often does not make the best investment approach. They have increasingly included the benefits of technical analysis. Also, the volatile trading markets have focused increasing attention on the proper blend of fundamental and technical analysis for a broad array of investors with various time horizons. Some call this new popular trend "fusion analysis". This workshop reviews some of the basic tools of fundamental and technical analysis. It is geared mostly to the equity investor, but covers some other asset classes such as fixed income and commodities. It then blends the best of both approaches to a successful investment strategy.

### Targeted Audience

A must for professional profit-oriented traders, portfolio managers, and asset allocators.

### Special Offer

Clients who register for this course will receive a complimentary 3 month subscription to the Financial Times and FT.com. The Financial Times is the world's most respected financial newspaper, providing a broad assessment on finance, business and the industrial sector. Subscriptions will start within 6-8 weeks of the application process and are limited to one per client. For questions about your subscription, call 800-628-8088 or email [uscirculation@ft.com](mailto:uscirculation@ft.com). U.S. enrollees only. (All non-U.S. enrollees will receive a subscription to FT.com only.) Lunch included for all students taking day classes.

### Advance Preparation

No advance preparation required.

### Prerequisites

Technical Analysis or equivalent knowledge and a basic understanding of finance.

### Learning Objectives

Students will be able to:

- . Realize the limitations of only using just fundamental or technical knowledge
- . Better attempt to time investment decisions using Fusion analysis
- . Blending both technical and fundamental tools one can better maximize profitable trades and execute capital preservation techniques
- . Take advantage of fusion analysis with quant investment disciplines and thus help avoid the mistakes of behavioral finance pitfalls
- . Skillful fusion investors should have better tools with which to outperform the market on a risk-adjusted basis

**Level: Intermediate**

**CPE Credits: 10.0**

**Instructional Method: Group-Live**

## **Detailed Outline**

### **SESSION 1**

- . Market Return/Risk characteristics within the context of the Efficient Market Theory
- . Major market valuation models will be compared to major technical models in terms of Buy/Sell points
- . Value and Growth valuation theories
- . Fama and French fundamental investment concepts
- . Fed Model; T Rowe Price indicator for small-cap stocks
- . The valuation models will be discussed with such technical concepts as Dow Theory, Head and Shoulders, Elliot Wave, and Cycles, MA, Volume confirmations, and Sentiment.

### **SESSION 2**

- . Bottoms up stock picking valuation models
- . Gordon Growth and its translation to traditional valuation techniques
- . Events in fundamentals will be combined with opportunistic trades from technical inputs
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- . These inputs will include: Technical trading signals-Triangles, Bottoms/Tops, Rectangles, Flags, Climax, Trend/Speedlines, Retracements, Gaps, Saucers, MACD, Bollinger, Stochastics, RSI

### **SESSION 3**

- . Intermarket analysis in terms of investing in hedges, spreads, derivatives.
- . Valuations between fixed income and equities, versus technical buys in one market but corresponding sells in another market.

### **SESSION 4**

- . Put technical and fundamental tools into practice
- . Introducing Quant Screens/Artificial Intelligence techniques, along with some Behavioral Finance tools.
- . Screening methods with specific factors to select stocks, both technically and fundamentally
- . Trading considerations will be discussed, as well as some topics on using Derivative Strategies

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