

Title: Fundamental and Technical Analysis using Artificial Intelligence - An Innovative Stock Trading Approach

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Financial Investment analysis and portfolio management has undergone significant transformations both in practice and in applied pedagogy especially at the graduate studies level. Particularly, the use of Artificial intelligence (AI) and advance data algorithmic analysis have gained strong traction across the globe in the investment industry and in graduate level MBA education. This paper explores and demonstrates the practical application of a plethora of AI software's in the investment analysis and portfolio management process. Based on an intuitive investment analysis conceptual framework, this paper showed that the AI application in the investment analysis and portfolio management field of finance is a significant game changer both in the investment industry and in the classroom at the graduate studies level. The use of specialized software such as Zack's stock screening platform, and natural language processing software to explore binary sentiment analysis, multi-class sentiment and granular sentiments for day trading activities can produce superior returns for traders and in turn present invaluable education for MBA finance graduates respectively.

Keywords: Artificial Intelligence, pedagogy, portfolio management, Algorithm, Binary, Granular.