

**SACRED HEART COLLEGE (AUTONOMOUS), THEVARA**

**DEPARTMENT OF COMMERCE**

**VALUE ADDED COURSE**

**IN**

**AFFILIATE AND ONLINE MARKETING**

COURSE CODE: 17COMVAC02

COURSE DURATION: 30 hrs

CLASS TIMING: Weekly one or two hrs

**COURSE OBJECTIVES**

- The course will provide a comprehensive understanding about Stock Market and to help the students to understand the various concepts of financial system.
- To help the learner in knowing effective stock trading techniques, Instruments pros and cons of the stock market.
- To helps the students to develop the acumen to understand the stock market trends changes with various national and international issues and how to make the right decision of stock buying and selling.

**UNIT 1** – Introduction to Indian Financial System, Financial markets:- Stock market and Money market, Primary markets and Secondary markets, Stock Market Instruments. Exercise-practicing online trading.

**UNIT 2** – Primary market, methods of new issue, Intermediaries, Rules and regulations by SEBI. Innovative financial instruments.

**UNIT 3** – Secondary market, Methods of trading, Stock market indices, Methodology for calculating Index, Speculative transactions in stock exchanges, stock exchanges in India.

**UNIT 4** – Introduction to digital derivatives, depositories, types, foreign institutional investors in securities market.

**UNIT 5** – Procedure for opening demat accounts, Practical sessions on online stock trading.

**BOOKS FOR REFERENCE**

- Bernard J. Foley, "Capital Market", Macmillan, 1991.
- Bhatt R.S., "Financial System for Economic Development", Simha, S.L.N.,
- The Capital Market of India (Vora & Co., Publishers Pvt. Ltd., Bombay, 1960).
- Shroff, K.R.P., History and Present Position of The Stock Market In India (The Stock Exchange Bombay, 1962).



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