



**ST ALOYSIUS COLLEGE (AUTONOMOUS),
MANGALURU - 575003**

**DEPARTMENT OF POST GRADUATE
STUDIES & RESEARCH IN COMMERCE -
M.COM**

**STOCK MARKET STARTER PACK -
A BEGINNER'S ROADMAP TO
INVESTMENTS**

DURATION: 30 HOURS

MODE: ONLINE

FEE: ₹ 500/-

St. Aloysius College (Autonomous), Mangalore
Department of Postgraduate Studies in Research and Commerce

Title of the Certificate Course: Stock market starter Pack: A beginner's roadmap for investments

Course Coordinator: Mr Mahammad Thauseef P.

Department: M. Com

Curriculum/Syllabus

Objective:

The course objective is to empower beginners with a solid foundation in investment planning, stock market dynamics, and risk management, enabling them to make informed investment decisions, set and pursue financial goals, and navigate the stock market effectively.

Course Outcomes: On the successful completion of this course, participants will be able to:

- Acquire foundational skills in financial planning, enabling goal setting and the creation of basic investment strategies.
- Gain a beginner's understanding of how the stock market operates, including its historical background and key driving factors.
- Develop basic risk assessment abilities and learn to recognize common behavioural biases that affect investment decisions.
- Build confidence in making informed investment choices as a beginner, allowing participants to navigate the stock market while working toward your financial goals.

Pedagogy: Online sessions, discussion, case analysis and assignments.

Unit 1: Investment Planning - A Beginner's Rules of Market: Introduction to Investment Planning-The importance of financial planning, setting financial goals and objectives, Basics of creating an investment plan. Understanding Market Engagement - Different investment vehicles (stocks, bonds, real estate), Risk and return in investment, Diversification and its role in a portfolio. Investment Accounts and Tools - Types of investment accounts (e.g., brokerage, retirement), Investment tools and resources

Unit 2: The Stock Market - Drivers and Mechanisms: Introduction to the Stock Market, Definition and purpose of stock markets, Historical overview of stock markets, Role of stock

exchanges, Market Participants and Mechanisms - Players in the stock market (investors, brokers, institutions), How stocks are bought and sold, Stock market order types, Factors Driving Stock Market Movements and stock market indices

Unit 3: - Market Gains for Staying Invested in Stocks: Advantages of Stock Investing- Potential for capital appreciation, Dividend income, Liquidity and flexibility. Historical Stock Market Performance - Historical returns on stocks, Long-term market trends, Compounding and wealth building, Investment Time Horizon -Short-term vs. long-term investing, Impact of time on investment outcomes

Unit 4: Risk in Investing - Risk Tolerance, Overcoming Fears of Investing in Shares: Understanding Investment Risk - Types of investment risks (e.g., market, inflation, credit), Risk tolerance assessment, Behavioural Biases in Investing - Common psychological biases (e.g., fear, overconfidence), How biases affect investment decisions, Strategies to overcome behavioural biases

Unit 5: Learning from Stock Market History- Case studies: Navigating Bubbles and Hype- The Dot-Com Bubble case (2000), Surviving Financial Crises-The 2008 Financial Crisis case, The Apple Turnaround Story- Apple Inc. (AAPL) Turnaround, Mastering the Buffett Approach- Warren Buffett and Berkshire Hathaway.

Reference:

- ◆ Punithavathy Pandian, “Security Analysis and Portfolio Management”, Vikas Publishing House Pvt. Ltd.
- ◆ Prasanna Chandra, “Investment Analysis and Portfolio management”, Tata McGraw Hill, 6th Edition.
- ◆ Fisher & Jordan, “Security Analysis and Portfolio Management”, PHI, Delhi
- ◆ "The Big Short: Inside the Doomsday Machine" by Michael Lewis.