



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
BUSINESS STUDIES**



———— COURSE ————
**Stock Market Operations and
Trading Mechanisms**
(NV20017)

VALUE ADDED
COURSE BROCHURE-30 HRS
2025-26

ABOUT THE UNIVERSITY

Sharda University is a leading educational institution situated in Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with a prime focus on holistic learning and imbining competitive abilities in students.

ABOUT THE SCHOOL

Sharda School of Business Studies believes in preparing students to approach business obstacles and solve them the way established corporations do. Learning happens both inside and outside the classroom; hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning, and business communications skills.

VISION OF THE SCHOOL

To become a world class institution imparting education based on values, fostering culture of research, innovation and entrepreneurial spirit and exhibiting professional excellence for better and sustainable society.

MISSION OF THE SCHOOL

- M1. Building conducive learning ecosystem
- M2. Creating socially responsible future business leaders and entrepreneurs
- M3. Imparting cutting-edge application based curriculum
- M4. Boosting industry-academia connect

ABOUT THE COURSE

This course introduces students to the fundamentals of investment and financial planning, with a focus on the Indian securities market. It covers investor types, investment tools, market structure, regulatory frameworks, stock analysis techniques, and trading strategies. Emphasis is placed on practical applications through equity analysis and evaluation of investment products.

COURSE SCHEDULE

Week	Content	Details of Topic Covered	Duration Hrs.
1	Basics of investment	Nature, feature and types of investors.	3
2	Basics of financial planning	Different tools available for investment linked with stock market	3
3	Securities Market of India	An overview, market terminology and investment procedure in primary and secondary market	3
4	Government Securities Market	Key Indicators of Securities Market, Products and Participants.	3
5	Legal Framework	Depositories benefits, The Depositories Act, 1996, SEBI (Intermediaries) Regulations, 2008	3
6	SEBI	SEBI (Prohibition of Insider Trading) Regulations, 1992. SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations, 2003	3
7	Stock Analysis Techniques	A Fundamental Analysis, Understand the intrinsic value of a stock by evaluating financial statements, management quality, industry position, and macroeconomic factors. Technical Analysis - Analyze historical price movements and volume data to forecast future stock prices.	3
8	Quantitative and Sentiment-Based Analysis	Use statistical and behavioral tools to enhance investment decisions.	3
9	Trading Strategies	Long v/s short. Brief introduction to hedging, Daily settlement and market Margins	3
10	Overview of Equity linked Products	Derivatives, ULIPs, Mutual funds etc.	3
Total			30

PROFILES

Dr. Santosh Kumar

Dr. Santosh Kumar is working as an associate professor of finance at the Sharda School of Business Studies, Sharda University. He is MBA (finance), M.com, M.A. (eco.), ICWA (I), and Ph.D. with a vast experience of 20 years in teaching and research. He has published many research papers in national and international journals of high repute. He has authored 2 books on financial area. His one book is under publication. He is a certified derivative expert of NISM and a resource person of the Indian Institute of Corporate Affairs. He has delivered a number of guest talks and workshops on the functioning of the stock market. He has trading experience of around 10 years in equity and derivatives markets. He has chaired the technical sessions of so many national and international conferences.

Course Module

School: SSBS Program: B.COM Branch:		Batch : 2024-27 Current Academic Year: 2025-26 Semester: III	
1. Course Code	NV20017		
2. Course Title	Stock Market Operations and Trading Mechanisms		
3. Credits	Audit Course		
4. Contact Hours (L-T-P) 30 Hours			
Course Type	Value added course		
5. Course Objective	1. To explain the fundamentals of investment, types of investors, and tools available in equity markets. 2. To describe the structure, instruments, and functioning of the Indian securities market along with its key indicators and participants. 3. To interpret and apply the legal and regulatory framework governing securities trading, including SEBI regulations and depository operations. 4. To develop analytical skills for evaluating stocks using fundamental, technical, and quantitative methods. 5. To assess and apply trading strategies and evaluate equity-linked investment products for informed financial decision-making. 6. To understand the role of risk management and portfolio diversification in investment strategies, and apply these concepts to create optimized investment portfolios for varying risk appetites.		
6. Course Outcomes	After completion of the course, learners will be able to: CO1: Understand the fundamentals of investment and financial planning. CO2: Explain the structure and functioning of the Indian securities market. CO3: Interpret and apply the legal and regulatory framework governing securities and investor protection in India. CO4: Analyze investment opportunities using fundamental, technical, and quantitative methods of stock analysis. CO5: Evaluate trading strategies and equity-linked investment products. CO6: Design comprehensive social enterprise business plans and scaling strategies that integrate insights from case studies, incorporating innovation and sustainability principles.		
7. Course Description	This course introduces students to the fundamentals of investment and financial planning, with a focus on the Indian securities market. It covers investor types, investment tools, market structure, regulatory frameworks, stock analysis techniques, and trading strategies. Emphasis is placed on practical applications through equity analysis and evaluation of investment products.		
8. Outline syllabus			CO Mapping
Unit 1	Basics of investment and financial planning		
A	Nature, feature and types of investors.		CO1
B	Different tools available for investment linked with stock market		CO1
C	Why invest in Equities?		CO1
Unit 2	Securities Market of India		
A	An overview, market terminology and investment procedure in primary and secondary market		CO2
B	Government Securities Market		CO2
C	Key Indicators of Securities Market, Products and Participants.		CO2
Unit 3	Legal Framework		
A	Depositories benefits, The Depositories Act, 1996, SEBI (Intermediaries) Regulations, 2008		CO3
B	SEBI (Prohibition of Insider Trading) Regulations, 1992		CO3
C	SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations, 2003		CO3
Unit 4	Stock Analysis Techniques		
A	A Fundamental Analysis, Understand the intrinsic value of a stock by evaluating financial statements, management quality, industry position, and macroeconomic factors.		CO4, CO6
B	Technical Analysis - Analyze historical price movements and volume data to forecast future stock prices.		CO4
C	Quantitative and Sentiment-Based Analysis - Use statistical and behavioral tools to enhance investment decisions.		CO4
Unit 5	Trading Strategies		
A	Trading strategies: long v/s short		CO5
B	Brief introduction to hedging, Daily settlement and market Margins		CO5
C	Overview of Equity linked Products: Derivatives, ULIPs, Mutual funds etc.		CO6
Mode of examination	Assignments/ Quizzes Continuous Assessment Components : Five assignment 50 marks, Five quizzes 20 marks, Presentation/ Discussion/ Project 20 marks, Attendance 10 marks		
Text book/s	1. Financial Markets: A Beginner's Module by NSE Academy Certification in Financial Markets		
Other References	References: 1. Securities Market (Basic) Module by NSE Academy Certification in Financial Markets 2. Capital Market (Dealers) Module (CMDM)by NSE Academy Certification in Financial Markets 3. Hull J.C.: Introduction to Futures & Options Markets, Prentice Hall, EnglewoodCliffs, New Jersey, 1995. 4. Bhole, L. M. (2011). Financial institutions and markets: structure, growth and innovations, 5e. Tata McGraw-Hill Education. 5. Bodie, Z. (2009). Investments.Tata McGraw-Hill Education. and Culture in Indian Civilization Vol. XII Part 1&2. New Delhi: Concept Publishing Company,2008		