

**CERTIFICATION COURSE ON
PROFESSIONAL COMPETENCY IN
FINANCE UNDER CBCS
CURRICULUM AND REGULATIONS
EFFECTIVE FROM THE ACADEMIC YEAR
2024-25**



DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
SCHOOL OF BUSINESS STUDIES
BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI – 620 024

CERTIFICATION COURSE ON PROFESSIONAL COMPETENCY IN FINANCE UNDER CBCS

Regulations & Syllabi - 2024-2025 onwards

About Centre for Financial Markets (CFM)

The establishment of a separate Centre named **CENTRE FOR FINANCIL MARKETS (CFM)** within the Department of Commerce and Financial Studies in association with NSE Academy Limited would bring about greater creditability to the employment ready course, research discoveries and extension activities. The students of this Certificate Program would gain practical knowledge through certain hands-on training, educational tours, organizing events and other innovative teaching methods besides relevant theoretical knowledge.

1) Program Features

Program	: Certification Course on Professional Competency in Finance
Pattern	: Semester
Mode	: Concurrent – Classes during Weekends/Holidays of the University to facilitate learners
Duration	: Two Academic Years of Four Semesters
Medium of Instruction	: English only
Eligibility	: The Students currently studying PG / Ph.D in the University Departments.

2) Credits

The total credits for this programme are 8 (4 Courses @ 2 credits)

3) Attendance

The students are eligible to write the examinations if they obtain a minimum 75% of attendance. The students should pay condonation fee along with the Medical Certificate if they obtain 65% to 75% attendance. The students, who obtain below 65% of the attendance, have to re-do the semester(s) after completion of the program.

4) Conduct of the Classes

The classes for this certification program will be conducted during weekends and other public holidays in this department. In each semester, five-hour classes of 8 days will be conducted.

5) Selection of the Courses by the Students

The students are permitted to study one / two course(s) in one semester. On successful completion of all the four courses, a Certification on the Professional Competency in Finance

will be issued by the University. In case, the student completes one or two course(s), a mark statement to that effect will be issued to the students.

6) Evaluation

Evaluation of each course shall comprise of Continuous Internal Assessment (CIA) for 25 marks and End Semester Examination (ESE) for 75 marks. The Scripts of ESE will be evaluated by outside examiners.

The components of CIA Marks are as follows

Components		Marks
Test (Two)	=	10 (Third test for genuine absentees)
Seminar	=	5
Assignment	=	5
Case analysis/ Quiz/ Group discussion	=	5
Total		25

b) Question Paper Pattern for the Final Examination

Part A	Questions	Marks	Total Marks
Ten Questions (no choice) (Two Questions from each unit)	10 ×	2	20 marks
Part B			
Five Questions (either or type) (One Question from each unit)	5 ×	5	25 marks
Part C			
Three Questions (either or type) (At least one Question from each unit)	3 ×	10	30 marks
Total Marks			75 marks

Questions using 'What' need to be avoided.

7) Passing Minimum

A student is declared to have passed in each course if he/she secures not less than 40% marks in University Examinations and 40% marks in CIA and not less than 50% marks in the aggregate taking CIA & University Examinations marks together. The Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments. The regulations of our university relating to Instant Examination, Revaluation and Re-totaling will be followed.

8) Case Studies

Each student should go to the identified business units, develop a case and submit the case to the Course Teacher after presentation. They can do the case analysis in the different aspects of financial market competencies. They should submit their detailed case reports (typed in MS Word Font Size 12 Line Spacing 1.5) covering the Company's Origin, Structure, Control System and Growth, analysis results along with tables, charts, figures etc., to the department and to the institution whose case they are analyzing. The students will be evaluated based on the report presentation and the feedback provided by the officials in the respective institutions.

9) Course Fee: As prescribed by the University from time to time.

10) Other Regulations:

- a) **Span Period:** The candidates who have arrears shall be allowed to complete the programme within two years from the completion of the programme.
- b) The Departmental Committee may be empowered to change/modify the regulations relating to Certificate Course on Innovation and Business Entrepreneurship as and when required.
- c) The Departmental Committee may be empowered to implement the orders of the University.
- d) The Common regulations of the University shall also be applicable to this Programme.

CENTRE FOR FINANCIAL MARKETS
CERTIFICATION COURSE ON FINANCIAL COMPETENCY IN FINANCE UNDER CBCS
(VALUE ADDED COURSES)

Syllabus - 2024-2025 onwards

Sl. No	Course Code	Title of the Course	Total Instruction Hours (per semester)		No of Credits	Marks		
			Class Hours	Practical Hours		CIA	ESE	Total Marks
01	CCPCF1/24	Digital Marketing	2	1	2	25	75	100
02	CCPCF2/24	Insurance Marketing	2	1	2	25	75	100
03	CCPCF3/24	Mutual Funds	2	1	2	25	75	100
04	CCPCF4/24	Stock Market Research Analysis	2	1	2	25	75	100
		Total	8	4	8	100	300	400

CIA = Continuous Internal Assessment ESE = End Semester Examination

CCPCF1/24 - DIGITAL MARKETING

Course Aim: This course aimed to provide a broad understanding of the principles and techniques of digital marketing for financial applications and to illustrate the use of Facebook, Google Ad words, YouTube and Email in various contexts of Digital Marketing.

Course Outcome: After completing this course, the student should be able to:

CO1	Describe, define and apply the major components of Digital Marketing.	L1 & L2
CO2	Understand the Facebook Marketing strategies.	L2
CO3	Analyse Google AdWords for efficient digital marketing scenarios.	L4
CO4	Integrate the YouTube marketing techniques for real time marketing analytics.	L6
CO5	Develop email marketing and content writing for developing and enhancing digital marketing.	L3 & L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit - I: Digital Marketing Planning and Structure: Inbound Vs Outbound Marketing - Content Marketing - Understanding Traffic - Understanding Leads - Strategic Flow for Marketing Activities - Strategic Design of Home Page - Strategic Design of Products & Services Page - Strategic Design of Pricing Page – Portfolio - Gallery and Contact Us Page - Call to Action (Real Engagement Happens) - Designing Other Pages - SEO Overview - Google Analytics Tracking Code - Website Auditing - Designing Word press Website.

Unit - II: Facebook Marketing Fundamentals: Profiles and Pages - Business Categories - Getting Assets Ready - Facebook Ad Campaigns: Organic v/s Paid - Defining AdObjective - Performance Matrix - Ad Components - Designing Creative Image - Facebook Ad Structure - Setting Up Facebook Ad Account - Create Ad –Targeting- Create Ad – Budgeting - Create Ad – Creative-Content and CTA - Boosting Page Posts - Page Promotion.

Unit - III: Google AdWords: Understanding AdWords - Google Ad Types - Pricing Models - PPC Cost Formula - Ad Page Rank - Billing and Payments - AdWords User Interface - Keyword Planning - Keywords Control - Creating Ad Campaigns - Creating Text Ads - Creating Ad Groups - Case Studies.

Unit - IV: YouTube Marketing: Google Pages for YouTube Channel - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Creator Library - Case Studies. Channel Navigation - Video Thumbnail - Live Broadcasting - Managing Playlists - Managing Comments - Managing Messages - Monetization with Ad sense - Paid YouTube Channel - Channel Analytics - Real Time Analytics - Case Studies.

Unit - V: Email Marketing - Content Writing: Email Machine – The Strategy - Email Frequency - Sequence of Email Triggers - Email Example – Topic – Intro – Product - Secondary Value – Fear – Regret - Ask for Sales – Reinforcement - Offers Announcements – Urgency - Cross Sales - Re-Engagement - Buyer Vs Consumer. Email Software and Tools - Importing Email Lists - Planning Email Campaign - Email Templates and Designs - Sending HTML Email Campaigns - Web Forms Lead Importing - Integrating Landing Page Forms -

Campaign Reports and Insights - Segmentation Strategy - Auto Responder Actions - Case Studies.

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References:

Books:

1. Branding, M. (2021). *Digital Marketing 2021: Turn Your Online Business, Social Media Agency Or Personal Brand Into a Money Making Machine Using Facebook, Instagram and LinkedIn - Best Strategies for Beginners are Included*. (n.p.): My Publishing Empire Limited.
2. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Taylor & Francis.
3. Charlesworth, A. (2020). *Absolute Essentials of Digital Marketing*. United Kingdom: Taylor & Francis.
4. Clarke, C., Preace, A. (2020). *Digital Marketing for Business 2021: Exceed 2020 With the Step-By-Step Guide for Beginners, Make Money Online Using the New Strategies to Win in The Digital World, and The Ultimate Tips and Tricks*. (n.p.): Amazon Digital Services LLC - KDP Print US.
5. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky.
6. Hartman, K. (2020). *Digital Marketing Analytics: In Theory And In Practice*. (n.p.): Amazon Digital Services LLC - KDP Print US.
7. Henneberry, R., Deiss, R. (2020). *Digital Marketing For Dummies*. United States: Wiley.
8. Holder S.K., (2021), *Starting an Online Business and Internet Marketing 2021: Guide to Setting up an E-Commerce Website, SEO, and Digital Marketing Strategies*.
9. Star, D. (2019). *Digital Marketing 2020: Grow Your Business with Digital Marketing*. (n.p.): Independently Published.
10. Subhankar Das and Subra Rani Mondal, (2020), *Innovations in Digital Branding and Content Marketing. (2020)*. United States: IGI Global.

Online References:

1. MOOC Material: *Digital Marketing Specialisation*, Created by: ILLINOIS University, Delivered by: [Coursera](#), Taught by: Aric Rindfleisch
2. MOOC Material: *Digital Media and Marketing strategies*, Created by: ILLINOIS University, Delivered by: [Coursera](#), Taught by: Mike Yao
3. MOOC Material: *Social Media Marketing Specilisation* Created by: Northwestern University, Delivered by: [Coursera](#), Taught by: Randy Hlavac
4. MOOC Material: *Introduction to Social Media Marketing*, Created by: Face book Delivered by: [Coursera](#), Taught by: Anke Audenaert

Extra Readings for Unit VI:

Journals:

1. Journal of Business Communication (JBC)
2. Journal of Digital and Social Media Marketing

3. Journal of Marketing
4. Journal of Marketing Research

Websites:

1. socialmediaexaminer.com
2. contentmarketinginstitute.com

Magazines:

1. Marketing Land
2. Content Marketing Institute

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3	3	2	3	3	3
CO2	2	3	2	1	3	2	3	2	2	2
CO3	2	2	3	2	1	2	3	2	3	3
CO4	3	3	1	3	3	3	2	3	1	3
CO5	3	3	3	2	3	3	2	3	2	1

1 – Low, 2 – Medium, 3 - Strong

CCPCF2/24 – INSURANCE MARKETING

Course Aim: This course aims to provide students with a comprehensive understanding of the principles and practices of insurance marketing- focusing on the roles of stakeholders- regulatory frameworks- product development- and marketing strategies in the insurance industry.

Course Outcomes: On completing the course- the student would be able to

CO1	Understand the basic principles and types of insurance- and risk management techniques.	L1 & L2
CO2	Develop effective marketing strategies for insurance products and understand consumer behaviour	L3 & L4
CO3	Apply knowledge of regulatory frameworks and ethical considerations in insurance marketing	L2 & L5
CO4	Analyse and assess different insurance products and underwriting processes	L3 & L4
CO5	Manage risk and claims effectively with the help of advanced risk management techniques.	L4 & L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted- Flipped Learning- Blended Learning- Experiential Learning- Participative Learning- Case Study Method- Problem-Based Learning.

Unit I: Fundamentals of Insurance: Introduction to Insurance -Concept of Risk – Perils - and Hazards; Risk Assessment - Risk Transfer and Mitigation Methods; Basic Principles of Insurance - Moral Hazard- Adverse Selection - Utmost Good Faith - Insurable Interest- Material Facts - Proximate Cause- Indemnity- Subrogation - Contribution- Legal Characteristics of Insurance Contracts; Types of Insurance - Life Insurance- Micro Insurance- Annuities- Health Insurance; General Insurance- Motor Insurance- Marine Insurance - Commercial and Personal Line Insurances - Liability Insurance- Property Insurance- Miscellaneous Insurance; Insurance Documents and Policy Terms - Proposal Forms- Coverage- Exclusions- Warranties; Endorsements- Riders- Deductibles- Franchise- Co-Insurance Arrangements; Underwriting and Claims Settlement Documents.

Unit II: Insurance Marketing Strategies: Consumer Behavior in Insurance - Market Segmentation- Targeting- and Positioning; Sales and Distribution Channels- Role of Brokers; Functions of Direct- Composite- and Reinsurance Brokers - Licensing and Regulations of Brokers; Digital Marketing in Insurance- Online Marketing Strategies; Social Media Marketing- Customer Engagement; Use of Data Analytics in Insurance Marketing.

Unit III: Regulatory Framework and Ethics: Insurance Regulations - IRDA Regulations - Insurance Brokers Regulations 2013- Licensing and Registration Requirements - Capital Requirements for Brokers; Code of Conduct and Professional Ethics - Ethical Issues in Insurance Marketing - Professional Indemnity Insurance for Brokers - Remuneration of Brokers; Anti-Money Laundering and Fraud Detection- AML/CFT Guidelines - Redressal of Policyholders' Grievances - Role of Ombudsman Offices - IGMS of IRDA.

Unit IV: Product Development and Underwriting: Life Insurance Products- Classification- Traditional and Linked Products- Riders- Options - Health and Accident Insurance- Types of Health Insurance Products- Group Medical Insurance- Personal Accident Insurance. General Insurance Products- Fire and Engineering Insurance- Motor Insurance Policies- Marine Insurance Coverage. Underwriting and Risk Assessment- Principles of Underwriting; Medical- Financial Underwriting; Risk Assessment Techniques and Tools.

Unit V: Risk Management and Claims: Risk Management Concepts- Types of Risks- Pure-Business- Static- Dynamic; Steps in Risk Management- Identification- Analysis- Control-Financing; Claims Management- Claims Process in Different Types of Insurance - Documentation and Settlement Procedures - Role of Brokers in Claims Assistance; Disaster and Recovery Planning- Crisis Management- Loss Containment Procedures - Disaster Recovery Planning - Importance of Risk Training and Communication; Risk Management Documentation and Reporting.

Unit VI: Current Contours (for Continuous Internal Assessment Only)-Contemporary Developments Related to the Course during the Semester Concerned.

References

Books

1. Abraham, K. S., & Schwarcz, D. (2020). *Insurance law and regulation, Cases and materials*. Foundation Press. USA.
2. Michelle A. Green. (2024). *Understanding Health Insurance: A Guide to Billing and Reimbursement*. 18th Edition. Cengage, USA.
3. Massimiliano Maggioni and Giuseppe (2024). *Fundamentals of the Insurance Business*. Springer, New York,
4. Taxmann. (2024). *Taxmann's Insurance Laws Manual*. (2024 Edition). Taxman Publication Private Limited, New Delhi
5. Hargovind Dayal. (2017). *The Fundamentals of Insurance: Theories, Principles and Practices*. Notion Press Media Pvt Ltd, Chennai.
6. Periaswamy. (2012). *Risk and Insurance Management*. McGraw Hill Education, Noida.

Online References:

1. Swayam Course Material: *Fundamentals of Insurance*, Created by Dr.K.Uma , Madurai Kamaraj University.
2. MOOC Material: *Fundamentals of Insurance*, Created by: Indiana University, Delivered by: EdX, Taught by: Todd Roberson
3. MOOC Material: *Planning for Risk and Retirement*, Created by:Stanford University, Delivered by:Lagunita Stanford Online, Taught by:John B. Taylor
4. MOOC Material: *Healthcare Marketplace*, Created by: University of Minnesota, Delivered by: Coursera, Taught by: Stephen T Parente

Extra Readings for Unit VI

1. Journal of Risk and Insurance
2. The Journal of Insurance
3. IRDAI Journal
4. Insurance Business Magazine
5. Continuity, Insurance & Risk Magazine
6. Asia Insurance Review
7. Insurance Times

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3	3	3	3	3	3
CO2	3	3	3	2	2	3	2	2	3	2
CO3	2	3	2	3	2	3	3	3	2	2
CO4	3	2	2	3	3	2	2	2	2	2
CO5	2	3	3	2	3	2	3	3	3	2

1 – Low, 2 – Medium, 3 - Strong

CCPCF3/24 – MUTUAL FUNDS

Course Aim: The course is designed to provide basic knowledge about the Growth and Role of Mutual funds, investor protection and Regulation of Mutual funds, etc.

Course Outcome: The students, after the completion of the course, would be able to

CO1	Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes, and their features	L1 & L2
CO2	To know the regulatory framework of mutual funds and the legal structure of mutual funds in India.	L3
CO3	Understand the channels for mutual funds distribution	L6
CO4	Understand the legalities, accounting, valuation, and taxation aspects underlying mutual funds and their distribution.	L6
CO5	Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long-term relationships with their clients.	L3
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem-Based Learning

Unit I: Investment Landscape: Investors and their Financial Goals – Savings or Investments – Different Asset classes – Investment Risks – Risk measures and Management Strategies – Behavioral Biases in Investment decision making – Risk Profiling- Understanding Asset Location – Do-it – yourself versus taking professional help.

Concepts and Role of a Mutual Fund: Concept of a Mutual fund - Classification of Mutual funds - Growth of the mutual fund industry in India.

Unit II: Legal Structure and Regulatory Framework of Mutual Funds in India: Structure of Mutual Funds in India - Key Constituents of a Mutual Fund - Organization Structure of Asset Management Company - Role and Support function of Service Providers – Role and Function of AMFI.

Role of Regulators in India - Role of Securities and Exchange Board of India - Due Diligence Process by AMCs for Distributors of Mutual Funds - Investor Grievance Redress Mechanism - AMFI Code of Conduct for Intermediaries.

Unit III: Fund Distribution and Channel Management Practices: The role and importance of mutual fund distributors - Different kinds of mutual fund distributors - Modes of distribution. Pre-requisites to become a Distributor of a Mutual Fund - Revenue for a mutual fund distributor- Commission Disclosure mandated by SEBI - Due Diligence Process by AMCs for Distributors of Mutual Funds - Difference between distributors and Investment Advisors - Nomination facilities to Agents/Distributors and Payment of Commission to Nominee - Change of distributor.

Unit IV: Net Asset Value, Total Expense Ratio and Pricing of Units: Fair Valuation Principles - Computation of Net Assets of Mutual Fund Scheme and NAV - Dividends and Distributable reserves - Concept of Entry and Exit Load and its impact on NAV- Key Accounting and Reporting Requirements – NAV, Total expense ratio and pricing of units for the Segregated Portfolio.

Taxation: Applicability of Taxes in respect of Mutual Funds - Capital Gains - Dividend income (IDCW option) - Stamp Duty on Mutual Fund Units - Setting of Capital Gains and losses under the Income Tax Act – Securities Transaction Tax – Tax Benefit under Section 80C of the Income Tax Act - Tax Deducted at Source - Applicability of GST.

Unit V: Risk, Return and Performance of Funds: General and Specific Risk Factors - Factors that affect mutual fund performance - Drivers of Returns and Risk in a Scheme - Measures of Returns - SEBI Norms regarding Representation of Returns by Mutual Funds in India - Risks in fund investing with a focus on investors. Measures of Risk - Certain Provisions with respect to credit risk. **Mutual Fund Scheme Performance:** Benchmarks and Performance - Price Return Index or Total Return Index - Basis of Choosing an appropriate performance benchmark - Benchmarks for equity schemes - Benchmark for Debt Schemes - Benchmarks for Other Schemes - Quantitative Measures of Fund Manager Performance - Tracking Error - Scheme Performance Disclosure- **Mutual Fund Scheme Selection** – Scheme selection based on investor needs, preferences and risk profile – Risk Level in mutual fund schemes – Scheme selection based on investment strategy of mutual funds – Selection of Mutual fund scheme offered by different AMCs or within the scheme category – selecting options in mutual fund schemes – Do’s and Dont’s while selecting mutual fund schemes.

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References:

Books:

1. NISM X (2023b). *Taxmann’s Mutual Fund Distributors*. Taxmann Publications Private Limited.
2. NISM X (2024). *Taxmann’s Mutual Fund Foundation*. Taxmann Publications Private Limited.
3. NISM X (2022). *Taxmann’s Mutual Fund Distributors (Level 2)*. Taxmann Publications Private Limited.
4. **NISM X Taxmann's Alternative Investment Funds Managers – Foundation knowledge of the AIF ecosystem in India with insights on fund management, regulatory & taxation frameworks, best practices, etc.. (2024). (n.p.): Taxmann Publications Private Limited.**
5. Sundar Sankaran, *Indian Mutual Funds Handbook 5th Edition: A Guide for Industry Professionals and Intelligent Investors*, (Fifth edition, May 2018), Vision Books, New Delhi, India.
6. Zebra Learn, *Stock Investing Mastermind Beginners Handbook to Winning the Stock Market*, (1st Edition, January 2022), Zebra Learn Pvt Ltd, Gujarat.
7. Anil G Rane, *Mutual Fund Investment: How To Multiply Money & Create Wealth* (December 2022), Adhyayan Books, India.
8. Kishore Gidwani, *Know Your Mutual Fund: Top 101 Uncommon and Common Questions on Mutual Funds* (1st edition, 21 May 2021), Notion Press, India.
9. Vivek K Negi, *Mutual Funds: Ladder to Wealth Creation*, 1 January 2012, Diamond Books
10. Soheli Ghosh, *Mutual Funds in India: A Popular Investment Avenue*, (1st edition January 2015), Notion Press, India.
11. Ankit Gala and Jitendra Gala, *Guide to Indian Mutual Fund Book / Mutual Funds Sahi Hai Paperback* – (2nd edition, 1 January 2007), Buzzing Stock Publishing House, India.

Online References:

1. <https://www.nism.ac.in/curriculum-mutual-fund-distributors/>
2. MOOC Material: *NYIF: Equity Indexes, Valuations, and Investment Vehicles*, Created by: Indian, Delivered by: EdX, Taught by: Chris Thomas and Jack Farmer.
3. MOOC Material: *NYIF: Portfolio Management - Theory & Practice (Part 2)*, Created by: Indian, Delivered by: EdX, Taught by: Chris Thomas.
4. Swayam Course Material, *Securing Investment Returns in the Long Run*, Created by Tony Berrada
5. MOOC Material: *Accounting and Finance (edX)*, Created by: Indian, Delivered by: EdX, Taught by: MS Narasimhan.

Extra References for Unit VI:

1. Value Research (Newspaper)
2. Business Today (Magazine)
3. Venture Beat
4. Entrepreneur India
5. The Wall Street Journal (WSJ)
6. Mutual Fund Insight Magazine

Mapping with Programme Outcomes										
Cos	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3	3	3	2	3	2
CO2	2	2	3	2	3	3	3	2	2	2
CO3	2	2	2	2	2	2	3	3	2	3
CO4	3	2	3	2	3	2	2	3	3	3
CO5	1	3	2	2	3	3	2	3	3	2

1 – Low, 2 – Medium, 3 - Strong

CCPCF4/24 - STOCK MARKET RESEARCH ANALYSIS

Course Aim: The aim of the course is to know the basic principles for micro and macro-economic analysis, the sources of different information for analysis, and the various macroeconomic variables affecting the analysis. To understand about the qualitative and quantitative dimensions with regards to company analysis and to enable students to understand and write a good research report.

Course Outcomes: At the end of the course, the students would be able to

CO1	Know the basics of Indian Securities Markets and different terminologies used in equity and debt markets. Know about the top down and bottom-up approach to fundamental research.	L1 & L2
CO2	Understand the basic principles for micro and macro-economic analysis, the sources of different information for analysis, and the various macroeconomic variables affecting the analysis. Know the key industry drivers and sources of information for industry analysis.	L1 & L2
CO3	Apply the Qualitative and Quantitative dimensions with regards to Company Analysis.	L3 & L4
CO4	Evaluate the Fundamentals of Risk and Return, Valuation Principles, and the philosophy of various Corporate Actions	L5 & L6
CO5	Create a good research report regarding stock market analysis.	L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit – I: Introduction to Research Analyst: Primary role of Research Analyst – Primary Responsibilities of Research Analyst - Basic Principles of Interaction with companies and clients – Important Qualities of Research Analyst - Introduction to securities and securities market – product definitions and terminology -Structure of securities market – various market participants and activities – kind of transactions – dematerialization and rematerialization of securities - Terminology in Equity and Debt Markets -Terminology in Equity market – Terminology in Debt market – Types of Bonds.

Unit – II: Fundamentals of Research: Meaning of Investing – The role of research in investment activity – Technical Analysis – Fundamental analysis – Quantitative research - Behavioral approach to equity investing - Economic Analysis - Basic Principles of Micro and Macroeconomics – Introduction to various macroeconomic variables – Role of economic analysis in fundamental analysis – Sources of Information for Economic Analysis -Industry Analysis - Role of Industry analysis in fundamental analysis – Defining the Industry – Understanding industry cyclicality -Market sizing and Trend Analysis - Sources of Information for industry analysis.

Unit – III: Company Analysis: Business and Governance -Role of company analysis in fundamental research -Understand Business and Business Models Pricing Power and Sustainability of This Power - Competitive Advantages/Points of differentiation over the Competitors - Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis -Quality of Management and Governance Structure -Risks in the Business History of credit rating -ESG framework for company analysis -Sources of Information for

Analysis. **Financial Analysis** - Introduction to financial statement -Stand-alone financial statement and consolidated financial statement- Balance Sheet- Reading audit report to understand the quality of accounting - Financial statement analysis using ratios- Commonly used ratios- Dupont analysis- Forecasting using ratio analysis- Peer Comparison-Other aspects to study from financial reports.

Unit – IV: Valuation Principles: Difference Between Price and Value - Why Valuations are required - Sources of Value in a Business – Earnings and Assets - Approaches to valuation - Discounted Cash Flows Model for Business Valuation - Relative valuation - Earnings Based Valuation Matrices- Assets based Valuation Matrices - Relative Valuations – Trading and Transaction Multiples - Risks in investments - measuring risk – concept of market risk (Beta) -Qualities of a Good Research Report - checklist-based approach to the research reports – A sample checklist for Investment research reports.

Unit – V: Legal and Regulatory Environment: Regulatory infrastructure in financial market – important regulations in Indian securities market - code of conduct for Research Analysts – management of conflicts of interest and disclosure requirements for research analysts – Exchange surveillance mechanism – GSM and ASM.

Unit – VI: Current Contours (for Continuous Internal Assessment Only) - Contemporary Developments Related to the Course during the Semester Concerned.

References:

Extra Readings for Unit VI:

1. The Global Analyst
2. Business Analyst
3. Dalal Street Investment Journal
4. Wealth Insights by Value Research Insight
5. Capital Market
6. Business Today
7. Forbes India

Books:

- 1) N. E. I. (2023). *NISM's Research Analyst – Comprehensive guide covering vital topics for company research, including market basics, industry drivers, risk-return fundamentals, economic analysis, etc.* Taxmann Publications Private Limited.
- 2) Valentine, J. J. (2011). *Best Practices for Equity research Analysts: Essentials for Buy-Side and Sell-Side analysts.* <https://ci.nii.ac.jp/ncid/BB06797562>

- 3) Roy, R. (2023). *A HANDHOLDING GUIDE TO SHARE MARKET*. Orange Books Publication.
- 4) Bajikar, S. (2016). *Equity research for the technology investor: Value Investing in Technology Stocks*. BAJIKAR TECH INVESTOR.
- 5) Murphy, J. J. (1999). *Technical analysis of the financial markets: A Comprehensive Guide to Trading Methods and Applications*. Penguin.
- 6) Thomsett, M. C. (2006). *Getting started in fundamental analysis*. John Wiley & Sons.

Online Reference:

- 1) MOOC Material: Swayam - Equity Stock Market: Concepts, Instruments, Risks and Derivatives. Created By: Indian Institute of Management. Bangalore, Delivered By: Swayam, Taught By: P.C. Narayan.
- 2) Ratings, W. (2024). *Weiss Ratings Investment Research Guide to Stocks, Summer 2024: 0*.

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	3
CO2	3	3	3	2	3	3	3	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

1 – Low, 2 – Medium, 3 – Strong