

Course Title	TRADE LANGUAGE I				
Type of Course	Vocational Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	It is recommended that students have a basic understanding of English language fundamentals and a willingness to engage in critical thinking and analysis. Additionally, familiarity with basic mathematical concepts such as percentages and simple calculations may be beneficial but is not mandatory.				
Course Summary	This course is designed for students who wish to acquire basic knowledge and language skills related to the share market. Through this course, students will develop an understanding of key concepts, terminology, and communication skills necessary to navigate the share market effectively. Emphasis will be placed on building vocabulary, comprehension, and communication skills specific to the context of the share market. This interdisciplinary course explores the dynamic relationship between language, linguistics, and financial markets.				

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Use essential financial terminology and jargon accurately.	U	C	Group-discussion Assignments
CO2	Acquire and Comprehend the basic functions and significance of the share market language	U	P	Assignment In-class discussion Written Test
CO4	Apply financial jargons to analyse news reports and financial charts	Ap	P	Assignment Seminar Presentation
CO3	Interpret financial texts, including news, reports, and statements, using linguistic tools.	An	C	Seminar Presentation In-class discussion Debate
CO 5	Evaluate the various financial news reports and market sentiments	E	M	Written test Seminar Presentations discussion
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Mar ks
I	Foundations of Financial Markets and Linguistic Analysis		12	20
	1	Introduction to Stock Market Terminology	2	
	1	The Language of Market Structure Key Words: Bull market, bear market, IPO, market cap	2	
	2	Linguistic Principles in Financial Communication	2	
	3	Decoding Financial Terminology	3	
	4	The Structure of Financial Narratives	3	

		<p>Suggested Activities:</p> <ul style="list-style-type: none"> ● Analyse excerpts from financial news to identify and discuss key terms and their meanings. ● Students form groups to research and present the language used by different market participants. ● Financial literacy quiz : a quiz or game with questions related to personal finance covered in class, savings ,investing, insurance, and retirement planning so as to reinforce the key concepts ● Vocabulary Log - Students maintain a log of new financial and linguistic terms encountered in each unit, adding definitions and example sentences. <p>Core Text: "The Language of Global Finance: Stocks, Bonds, and Investments" by Michael J Deffosse</p>		
II		Financial Terminology and Financial News	12	20
	5	Fundamentals of Financial Terminology	2	
	6	TheLanguage of Financial Reports and Statements	3	
	7	Financial News and Journalism	2	
	8	Investor Communications and Shareholder Reports	2	
	9	Digital Financial Communication: Social Media and Blogs	3	
		<p>Suggested Activities :</p> <ul style="list-style-type: none"> ● News Review: Students critique financial news articles for language, bias, and impact. ● Glossary Creation: Students compile a glossary of financial terms from different source ● Quiz: Test on basic financial terms and concepts to solidify understanding. ● Case Study Analysis: Evaluate the effectiveness of different investor communications. ● Social Media Audit: Analyse the content and impact of financial influencers on platforms like Twitter and Instagram <p>Suggested Core Text for 2:</p> <ul style="list-style-type: none"> ● Financial Reporting, Financial Statement Analysis, and Valuation: A Strategic Perspective" by James M. Wahlen, Stephen P. Baginski, and Mark Bradshaw. 		
III		Stock Market Analysis (the Narrative Behind the Numbers)	15	15
	10	Introduction to Financial Narrative Analysis	1	
	11	LinguisticAspects in Financial Reporting Analysis	2	
	12	Linguistic Insights into Fundamental and Technical Analysis	2	
	13	Language-Centric Financial Analysis	2	
	14	Linguistic Decoding of Financial Charts and Market Pattern	2	
	15	Understanding Linguistic Signifiers of Market Trends	2	
	16	Market Sentiment and Trading Psychology	2	
	17	The Impact of News on Stock Prices	2	

		<p>Suggested Activities:</p> <ul style="list-style-type: none"> ● Create a glossary of key financial terms and concepts ● Watch introductory videos or read articles explaining the basics of financial statements (balance sheet, income statement, cash flow statement). ● Divide students into groups to discuss and analyse the case studies, encouraging debate and critical thinking about different approaches. ● Organize debates on controversial topics in finance, such as the efficient market hypothesis or the role of central banks in influencing stock prices. ● Glossary Creation: Students compile a glossary of financial terms from different sources. ● Report Analysis: Students dissect real financial reports to identify key terms and their implications. <p>Core Text: Introduction to Financial Analysis Kenneth S. Bigel, New York City, New York 2022</p>		
IV	Portfolio Management and Investment Strategies		9	15
	18	Key Terms Related to Portfolio Management	3	
	19	Investment Objectives and Risk Assessment	2	
	20	Building a Diversified Portfolio	2	
	21	Ethical Investing	1	
	22	Regulatory Environment	1	
		<p>Suggested Activities;</p> <ul style="list-style-type: none"> ● Provide case studies featuring different investment objectives and risk profiles, such as retirement planning, wealth preservation, or growth-oriented strategies analysis and discussion based on the hand outs ● Divide students into groups to analyse the cases, identify investment options, assess risks, and propose diversified portfolios to meet the objectives. ● Provide them with different portfolios available in the internet and ask them to analyse it ● Assign portfolio construction projects where students must design diversified investment portfolios based on specified criteria (e.g., risk tolerance, time horizon, investment preferences). Conduct portfolio simulation exercises using virtual trading platforms or spread sheet-based models. Provide case studies or scenarios for students to analyse, highlighting ethical dilemmas and compliance challenges faced by investment professionals. ● Organize debates or panel discussions on ethical investing topics, such as environmental, social, and governance (ESG) considerations or socially responsible investing (SRI) strategies. "Investments: Analysis and Management" by Charles P. Jones. 		

V	<p>(Open ended) give them opportunity to read and analyse different articles of the financial magazines and ask them to make a report and suggestions for investments</p> <p>Invite guest speakers from the finance industry, including portfolio managers, financial advisors, or compliance officers, to share their expertise on portfolio management practices and regulatory compliance.</p> <p>Organize Q&A sessions to facilitate discussions between students and the guest speakers</p> <p>These are suggestions but each tutor can provide suitable follow-up activities which can help them to give a real life experience of the topic.</p>	12	
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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2					3						
CO 2		2			2						3	2	3
CO 3		3	3			2		3	3	2	2		
CO4		2		3		2		2	2	3	2		
CO5	3					3							2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar /Debate(10%)
- Midterm Exam(10%)
- Mini Project/Open Ended Module (10%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Core texts

Graham, Benjamin, and Bill McGowan. *The intelligent investor*. New York: Harper Collins, 2017

Michael J Deffosse *The Language of Global Finance: Stocks, Bonds, and Investments*"

Kenneth S. Bigel, *Introduction to Financial Analysis* New York City, New York 2022 (available in Open Text Book Library)

Press, Tycho. *Stock Market Investing for Beginners: Essentials to Start Investing Successfully*.

James M. Wahlen, Stephen P. Baginski, and Mark Bradshaw. • *Financial Reporting, Financial Statement Analysis, and Valuation: A Strategic Perspective*

Machiraju, H. R. *Indian financial system*. Vikas Publishing House, 2010. Sourcebooks, Inc., 2013.

Paul, Prasenjit. *How to Avoid Loss and Earn Consistently in the Stock Market: An Easy-To-Understand and Practical Guide for Every Investor*. Partridge Publishing, 2015.

Suggested reading:-

Jitendra, Gala. "Guide to Indian Stock Market." (2007).

Hiremath, Gourishankar S. *Indian stock market: An empirical analysis of informational efficiency*. Springer India, 2014.

Fisher, Philip A. *Common stocks and uncommon profits and other writings*. Vol. 40. John Wiley & Sons, 2003.

Alexander, Gordon J. "Reminiscences of a Stock Operator." (1995): 1777-1780.

Schwager, Jack D. *Market wizards, updated: Interviews with top traders*. John Wiley & Sons, 2012.

Hull, John C., and Sankarshan Basu. *Options, futures, and other derivatives*. Pearson education india, 2016.

Bulkowski, Thomas N. *Encyclopedia of chart patterns*. John Wiley & Sons, 2021.A

<https://doi.org/10.1109/SMC.2014.6974028>

Online courses available

Investopedia Academy: Investopedia provides an extensive collection of articles and tutorials on various stock market terms.

Khan Academy: Introduction to the Stock Market

Demy: Stock Market from Scratch for Complete Beginners

Skillshare: Stock Market Investing for Beginners

Coursera: Financial Markets

EdX: Introduction to Financial Market

YouTube: Many financial education channels on YouTube, such as "Investopedia," "The Plain Bagel," or "Khan Academy," offer free video tutorials on stock market terms and concepts