UrbanScholar

PROGRAM BROCHURE

CAREER TRACK · STOCK MARKET & TRADING

STOCK MARKET



A markets-first stock trading track — fundamental analysis, technicals, and risk management — for learners who want disciplined market skills, not tips.

8–10	7	6	2
WEEKS	MODULES	CAPSTONES	PROGRAM TRACKS

TWO TRACKS · KICKSTART & CAREER

Program Overview

How this track builds disciplined market-analysis skills

Analysis & discipline, not predictions. This track is built around process — how to read a company, read a chart, and manage risk — rather than stock tips, because process is the only part of trading that's actually teachable.

Built-in mentorship. Each module closes with a mentor-reviewed checkpoint, so gaps get caught early instead of at the final capstone.

Career layer, not an afterthought. Resume positioning, interview readiness, and aptitude prep run alongside the technical modules — not bolted on in the last week.

Who This Is For

- Students & freshers curious about markets as a career
- Working professionals wanting structured investing skills
- Anyone comfortable with basic math & spreadsheets

What You'll Walk Away With

- 6 real market-analysis projects for your portfolio
- Working fluency in fundamental & technical analysis
- A recruiter-ready resume built around real market research

Program Snapshot

16+ Hrs Live Instructor-Led Sessions

6 Real-World Market Analysis Projects

7 Structured Learning Modules

Training + Internship Certificate

Mentor-Reviewed Project Checkpoints

Placement & Interview Support

Learning Path

7 modules, sequenced from foundations to deployment

1 · Stock Market Fundamentals

- Market structure & exchanges — NSE/BSE
- Types of securities you'll actually trade
- Who the different market participants are

2 · Fundamental Analysis

- Reading financial statements for investing
- Valuation ratios — P/E, P/B & more
- Industry & economic analysis basics

3 · Technical Analysis

- Chart patterns that actually recur
- Indicators — RSI, MACD, moving averages
- Support & resistance, applied practically

4 · Trading Mechanics

- Order types & how they execute
- Demat/trading accounts, explained clearly
- A basic introduction to derivatives (F&O)

5 · Risk Management & Psychology

- Position sizing that protects capital
- Stop-loss strategy, done disciplined
- Common trading biases to watch for

6 · Tools & Platforms

- An overview of trading platforms
- Using charting tools effectively
- Screening stocks systematically

7 · Algorithmic Trading Basics

- An introduction to backtesting
- Automating a simple strategy in Python
- Where automation helps — and where it doesn't

Tools and Softwares You Can Work With

CP **Charting Platforms**

SS **Stock Screeners**

Ex **Excel**

Py **Python (backtesting basics)**

Capstone Projects

Six builds that turn coursework into a portfolio — 1 of 2

1 · Stock Screener & Fundamental Analysis Tool

Screen stocks against custom valuation criteria you define.

SOFTWARE USED

EP Excel/Python

MD market data

- Define custom valuation screening criteria
- Pull & process real market data
- Rank output by attractiveness

2 · Technical Analysis Trading Journal

Track and analyze simulated trades based on chart-based strategies.

SOFTWARE USED

Ex Excel

CT charting tools

- Log simulated trades with entry/exit logic
- Track performance against a benchmark
- Review & refine the strategy over time

3 · Portfolio Backtesting Tool

Backtest a simple investment strategy against historical market data.

SOFTWARE USED

PE Python/Excel

HD historical data

- Define a rules-based strategy
- Backtest it against historical prices
- Report risk-adjusted performance

Capstone Projects

Six builds that turn coursework into a portfolio — 2 of 2

4 · Sector/Industry Comparative Analysis Report

Compare companies within a sector on key financial & market metrics.

SOFTWARE USED

Ex Excel | FD financial data

- Benchmark companies within a sector
- Identify relative strengths & weaknesses
- Recommend a sector view

5 · Algorithmic Trading Strategy (Paper Trading)

Build and simulate a rule-based trading strategy without risking real capital.

SOFTWARE USED

Py Python | Pa paper-trading platform

- Code a simple rules-based strategy
- Run it in a paper-trading environment
- Track & report simulated performance

6 · Market Sentiment Analysis from News/Social Data

Gauge stock sentiment using text data from news or social sources.

SOFTWARE USED

Py Python | NB NLP basics

- Collect text data related to a stock
- Score sentiment using basic NLP
- Compare sentiment trend against price movement

A Day in the Role

What a Market/Research Analyst's Day Actually Looks Like

- Track overnight market & company news
- Update financial models with new data
- Analyze charts against a defined strategy
- Write up research or trade recommendations
- Monitor risk against position limits
- Review performance against benchmarks

> **The throughline:** every capstone in this brochure is a smaller version of one of these responsibilities — so the portfolio you leave with maps directly to the job you're training for.

Career Outlook

Where stock market skills actually lead

Beyond personal trading, structured market-analysis skills open roles across research, broking, wealth management, and fintech — anywhere companies need people who can read markets rigorously.

Role	What They Do	Salary Range (Fresher / Experienced)
Equity Research Analyst	Researches companies for investment recommendations	₹5–9 LPA / ₹12–22 LPA
Technical Analyst	Analyzes price charts to guide trading decisions	₹4–7 LPA / ₹9–16 LPA
Trading Associate	Supports execution & strategy on a trading desk	₹4–8 LPA / ₹10–20 LPA
Wealth Management Analyst	Advises clients on investment portfolios	₹4–7 LPA / ₹9–18 LPA
Risk/Compliance Analyst (Markets)	Monitors trading risk & regulatory compliance	₹5–8 LPA / ₹11–20 LPA
Quant Analyst (Entry-level)	Applies data analysis to trading strategies	₹6–10 LPA / ₹14–26 LPA

Indicative ranges from general India market trends — validate against current job-board data before publishing.

Companies Actively Hiring in This Space

- Ze Zerodha
- IS ICICI Securities
- HS HDFC Securities
- MO Motilal Oswal
- KS Kotak Securities
- AO Angel One

Representative employers in this space — not confirmed UrbanScholar hiring partners.

Program Tracks

Two tracks, same curriculum depth — the difference is placement intensity

KICKSTART

- 14+ hrs live cohort + recorded lectures
- 2 guided projects
- 6 months LMS access
- QR-verified completion certificate
- Mentor support — SLA ≤ 48 hrs
- Resume building workshop
- Mock aptitude test
- Pre-placement orientation session

CAREER

- 20+ hrs live cohort + recorded lectures
- 2 projects + capstone (Minor + Major)
- 6 months LMS access, extendable till placed
- QR-verified + Industry-Readiness certification
- Priority mentor support — SLA ≤ 24 hrs
- Resume + LinkedIn profile building
- 1-on-1 mock interviews with feedback
- Active placement & referral assistance

Common to Both Tracks

All 7 Curriculum Modules

All 6 Capstone Projects

Mentor-Reviewed Checkpoints

Training + Internship Certificate

Where UrbanScholar Stock Market Learners Can Head

Broking & Trading Firms

Asset & Wealth Management

Research & Advisory Firms

Fintech & Trading Platforms

Independent / Proprietary Trading

Placement Journey

How career support is woven through the program, not tacked on at the end

1

Build Foundation

Resume & LinkedIn built around real project outcomes, not generic templates.

2

Sharpen Aptitude

Structured aptitude & reasoning practice aligned to actual hiring-test formats.

3

Practice Interviews

Mock interviews with direct, specific feedback — not just a pass/fail score.

4

Get Placement Ready

Soft-skill coaching and, on the Career track, active referral support.

Why this order matters: most programs bolt placement prep onto the last week. Here it runs in parallel with the technical modules, so by the time your capstones are done, your resume and interview readiness are already in place — not started from scratch.

Quick Questions

Do I need prior background to start?

Some familiarity helps, but the early modules — starting with Stock Market Fundamentals — rebuild the fundamentals from the ground up.

What happens if I fall behind a session?

Every live session is recorded, and mentor SLA windows exist specifically to help you catch up between checkpoints.

Can I switch tracks mid-program?

Yes — Kickstart learners can upgrade to Career at any point by paying the difference, carrying forward completed modules.

Is the certificate recognized by employers?

It's a QR-verified training + internship certificate — employers can verify authenticity directly, not just take it on faith.

UrbanScholar

Industry-Trained. Project-Proven. Career-Ready.

Get In Touch

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PROGRAM

Stock Market — Kickstart & Career Tracks