



MONARCH MANAGEMENT INSTITUTE

Open Course Network · Micro-Course 01

COURSE PROSPECTUS

How Stock Markets Work

From Amsterdam in 1602 to algorithms trading in microseconds — a practical, mechanics-first course that lets you read any market with the confidence of a professional analyst.

2

weeks · 6 sections

≈15

directed hours

70%

to pass · Certificate

Monarch Management Institute

UGSM-Monarch Business School Switzerland · umonarch.ch/MMI

Online Management Education for Working Professionals

At a glance

Course	Micro-Course 01 — How Stock Markets Work
Subject domain	Investing & Finance
Duration	2 weeks — two weekly modules of three sections
Study time	Approximately 15 directed hours
Level	Introductory-intermediate; no prior markets knowledge required
Structure	2 modules × 3 sections, closing with a summative capstone
Assessment	Section activities, module quizzes, and one rubric-scored summative task
Pass mark	70% on the summative task; unlimited attempts permitted
Award	Monarch-endorsed Certificate of Knowledge
Format	Fully online, self-directed; delivered on the Monarch learning platform

What you will gain

By the end of this course you will be able to integrate the full framework to produce a structured professional market analysis.

And what it counts toward

You earn the Monarch-endorsed Certificate of Knowledge and 2 MMI-Credits. MMI-Credits carry toward MMI program progression (PD-001).

What this course is

How Stock Markets Work is a self-directed micro-course from the Monarch Management Institute Open Course Network. It is deliberately mechanics-first: rather than beginning with abstract theory, it starts with the real machinery of markets — where they came from, what happens the moment a trade is placed, and what truly moves a price. By the end you will be able to read a live market situation and produce a structured professional analysis of it.

Who it is for

Managers putting capital to work for the first time, professionals who want to understand the markets they read about every day, and curious investors building real market literacy. No prior experience is required — only numeracy and curiosity.

What you will be able to do

- Explain the origins and economic purpose of stock markets, and distinguish primary from secondary markets
- Follow a trade from order to settlement, choose the right order type, and read an order book
- Apply a three-driver framework to judge what really moves a price — and whether a market's reaction is rational
- Compare the world's major exchanges and market structures, and explain the role and controversy of high-frequency trading
- Construct and select appropriate benchmarks, and analyze major market crises and the reforms that followed
- Integrate the whole framework into a structured professional market analysis — the course capstone

Course structure

The course runs over two weeks as two modules of three sections each. Each section pairs a short video with textbook-quality reading, a quick self-check, and hands-on practice. Difficulty builds from foundations to applied judgment, and the course closes with a rubric-scored capstone task.

Module 1 — Market Foundations & Mechanics

WEEK 1

- The Origins and Purpose of Stock Markets — from Amsterdam 1602 to today
- How Trades Execute — orders, the order book, and execution quality
- What Moves Stock Prices — drivers, expectations, and market cycles

Cognitive focus: Understand → Apply → Analyze

Module 2 — Market Structure, Benchmarks & Crises

WEEK 2

- Global Exchanges, Market Structures & High-Frequency Trading
- Market Indices & Benchmarks — construction and use
- When Markets Fail — crises, crashes, and what they reveal
- Summative capstone — a professional market analysis for an institutional client

Cognitive focus: Analyze → Evaluate → Create

How you will learn & be assessed

The course is fully online and self-directed on the Monarch learning platform — about fifteen hours at your own pace. Learning is active: every section ends with a reflection activity or applied exercise, and each module ends with a comprehension quiz. Certification rests on a single integrative summative applied task, in which you step into the role of a senior analyst preparing a briefing for an institutional client. A score of 70% earns a Monarch-endorsed Certificate of Knowledge.

Bring one real market you want to understand, and learn to read it the way a professional does.

