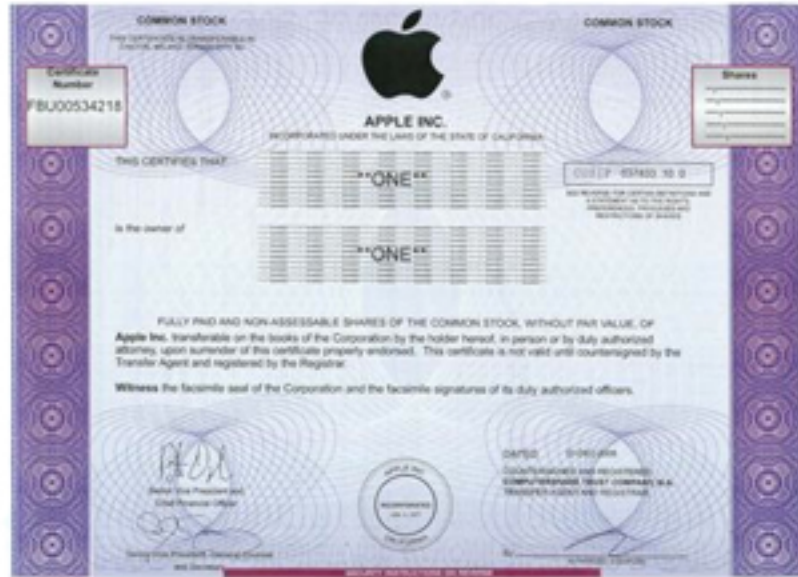


# Owning Stock



Source: kabukencafe.com

Owning stock in a company is like owning a portion of the company. This means assets and earnings are partially yours. With stock, you also get voting rights. All stock owners are represented by the company's board of directors.

## Stock Exchanges



Source: [stockphototops.blogspot.com](http://stockphototops.blogspot.com)

Stocks are traded on exchanges, like the New York Stock Exchange or NASDAQ. Exchanges are marketplaces where stock buyers and traders can come together and easily trade shares. Most exchanges are now automated by computers.

## Stock Valuation



Source: iStockphoto.com

Stock prices change based on the supply and demand in the market. Usually, a stock's price (or valuation) reflects the current value of the company as well as the future growth.

## Market Capitalization



To understand the real value of the company, one should look at the market capitalization, not the share price. Market capitalization is defined as the number of outstanding shares multiplied by the current share price. This is important because a company with a high share price, but very few shares outstanding could be worth less than a company with a slightly lower share price, but has many shares outstanding.

## Stock Market Sectors & Industries



Source: 123rf.com

Securities are classified by sectors and industries. A sector refers to a large segment of the economy, while the term industry describes a much more specific group of companies or businesses. Sectors are sometimes also broken down into cyclical and non-cyclical securities. The non-cyclical securities, also called defensive stocks, experience profit regardless of economic conditions because they produce goods and services we always need, e.g. food, power, water and gas.

## Brokerage Firms



Source: [investmentbrokers.us](http://investmentbrokers.us)

Brokerage firms are financial institutions that facilitate buying and selling of securities on exchanges. They do this for both retail investors, like you and I, as well as institutional clients.

## Order Types

### Market Order



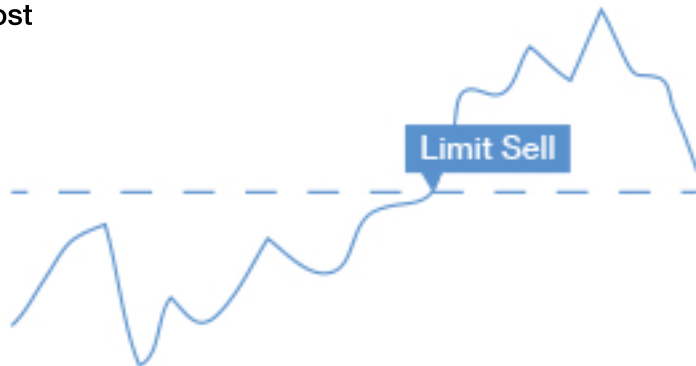
Market orders are executed at the next available price, no matter what fluctuation occurs. Market orders are the most common type of order.

### Stop Order



Stop orders are used to limit the loss or protect the profit. Once the target is reached, the stop order becomes a market order.

### Limit Order



Limit orders are executed after a target price is reached. It is only executed if the trade can occur beyond or at the target. Placing a limit order is generally more expensive than placing a stop order because it guarantees a specific execution price.

## Diversification

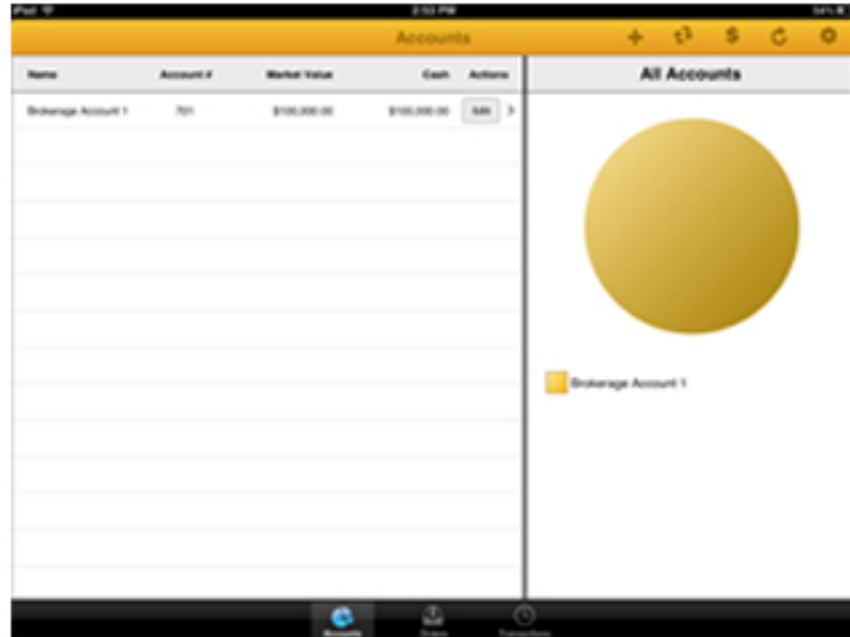


Source: birminghambell.com

Diversification in the stock market is important. If you were to keep all your eggs in one basket, i.e. invest all your money in only a few companies, you may be subject to high volatility associated with their stock prices. A diversified portfolio tends to reduce the risk by averaging out the price swings. Most experienced investors recommend having about 20 stocks in a balanced portfolio.



# Getting Started



Now that you understand the basics of stock trading, please proceed to “Getting Started” to exercise your trading skills in a mock stock market.