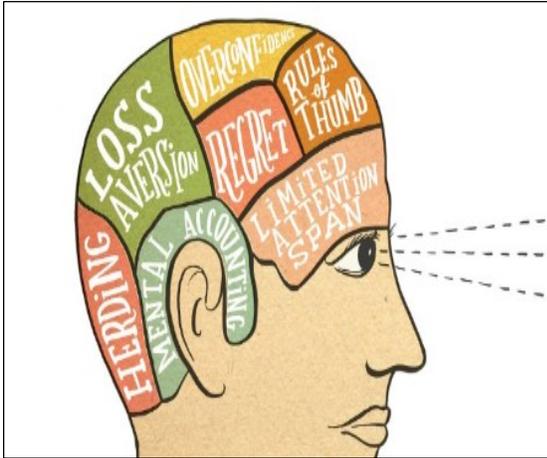


## 2<sup>nd</sup> Summer School on Behavioural Finance

Organized by

Department of Management Studies, Indian Institute of  
Information Technology, Allahabad, Prayagraj



Behavioural finance is an emerging area of study which considers the theories based on psychology to elucidate the anomalies in the financial market. Of late there are lots of researches happening in the field of behavioural finance. The development of technology has made accessible information for the general public. Any information is available to the investors at a relatively faster rate than ever before. With the advent of online trading, the volume and value of transactions in the stock market have

increased tremendously. The investor is now more active as well as reactive. In this backdrop, it is strongly felt the need to get answers to some questions regarding the behaviour of the stock market and the investors. The natural conclusion is that it will lead to study and research in the field of behavioural finance.

### Objectives

The course has the objective of introducing the participants with fundamental of behavioural finance and intends to take them to a stage where they can apply this knowledge in everyday decision making. Following are the key learning objectives of this programme:

- To understand the language associated with behavioural finance;
- To understand the important components of a behavioural finance;
- To learn various theories of behavioural finance;
- To know in detail the application of various behavioural finance theories especially in the changing technological context.

### Coverage

1. Introduction to Behavioural Finance; Rationality of Studying Behavioural Finance, History of Behavioural Finance Studies, Theories of Behavioural Finance, Criticisms of Behavioural Finance, Arguments in Favour of Behavioural Finance.
2. Basic Foundations of Behavioural Finance; Context of Studying Behavioural, Building Blocks of Behavioural Finance- Limits to Arbitrage, Psychology
3. Investors' Psychology and Investment Decisions; Insufficient diversification, Naive Diversification, Excessive Trading, The Selling Decision, The Buying Decision;

4. Prospect Theory; Prospect theory model, Applications of Prospect Theory, Limits and Extensions of Prospect Theory, Relevance of Prospect Theory in the Area of Finance;
5. Regret Theory; Fear of Regret in Finance Decisions, Rationality of Fear of Regret in Financial Decisions, Anticipatory Regret, Minimizing Fear of Regret;
6. Mental Accounting, Overconfidence in Financial Market, Over reaction in Financial Market, Anchoring in Finance, Gambler's fallacy in Investing, Risk Perception, Herd Behaviour in Finance, Magical thinking in Finance, Hindsight bias in finance, confirmatory bias in finance;
7. E-Commerce, E-payment and behavioural finance;
8. An overview of the information security in the context of financial transactions;
9. Prospective research dimensions in the aforementioned areas.

### **For Whom**

The programme is open for students, research scholars, professionals, executives and entrepreneurs who have interest in learning behavioural finance. Prior knowledge of theories of financial management is not a limitation to attend this programme.

### **Pedagogy**

The program would be a mix of lecture; case let/case study and experience sharing between participants and resource persons.

### **Key benefits**

After attending this programme the participants will be able to understand the psychology behind making their own investment decisions and hence they can plan their personal finance in a smooth way. Additionally, special sessions will be engaged for developing research problem and pursuing research in this area.

**Duration and dates:** The programme will be of eight days duration from 14<sup>th</sup> June to 21<sup>st</sup> June 2019

### **Course fee:**

	Without Accommodation	With Accommodation
For participants from Industry/Corporate	Rs. 4,000	Rs. 6,500
For faculty members	Rs. 3,000	Rs. 5,500
For Research Scholars	Rs. 2,500	Rs. 5,000
For Students (UG/PG)	Rs. 2,000	Rs. 4,500

The course fee shall include the cost of study material, tea, snacks during the programme, programme kit and working lunch. To apply online, follow the following link: <https://apply.iiita.ac.in/event/register/>

**Accommodation:** Accommodation will be provided to the willing participants on payment of requisite fees and subject to availability of rooms in the guest house of the institute on twin sharing basis. IIITA has state of art guest house with all modern amenities.

**Venue:** Department of Management Studies, Indian Institute of Information Technology, Allahabad, Prayagraj

**Registration:** The registration to this programme will be through online mode only. To apply online, follow the following link: <https://apply.iiita.ac.in/event/register/>

### **About the Department**

The Department of Management Studies, Indian Institute of Information Technology, Allahabad was constituted with the philosophy of running and managing the programmes with a focus on Management and Technology. It is propelling academic excellence through innovative pedagogy of blended learning inculcating all round self-development by creativity, knowledge exchange, empowerment and enrichment of students and faculty members. The department offers two programmes; 2 Years Full Time MBA & Full Time Dual Degree MBA - Ph.D. The strength of the department lies in the faculty who are having exposure to fields of Management and IT, belonging to various institutes of national importance and centers of excellence.

### **Programme Facilitators**

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