



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

Presents

Third Summer School on Behavioral Finance

Date- 15th to 19th June, 2020

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 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.

Key benefits

- **The participants will get the opportunity to attend special session from academicians and industry experts from India as well as from abroad;**
- **A special session on the Data Analytics techniques used in behavioral finance research will be the part of the programme;**
- **E-certification will be provided to the participants. Hard copy of the certificates will be sent by post;**
- **All the participants will be given original licensed version of eBook on behavioral finance.**

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	Pedagogy	Key benefits
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.	The program would be a mix of lecture; case let/case study and experience sharing between participants and resource persons. Due to the restrictions imposed by the Governments because of the COVID 19 crises the classes will be conducted via online mode only. The materials will be shared online only.	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.

Course fee: Registration fee for the programme is Rs. 1,000 only

Registration: The seats of the programme are *limited*. The registration will be purely *on first-come-first-serve basis*. 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 selfdevelopment 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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