

An Introduction to Behavioural Finance Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
Week 1: An Introduction to Behavioural Finance	<ul style="list-style-type: none"> • Behavioural Finance: An Overview • Nature • Scope • Significance • Theoretical framework of BF • Details of Project • Summary • Weekend Assessment
Week 2: Dimensions of Behavioural Finance	<ul style="list-style-type: none"> • Weekly Overview • Characteristics of Behavioural Finance & Different Biases • Prospect Theory • Framing • Mental accounting • Loss Aversion • Influence of behavioural biases on investment decision making in Bhubaneswar region- Article • Summary • Weekend Assessment
Week 3: Implications of Dimensions of Behavioural Finance	<ul style="list-style-type: none"> • Weekly overview • Implication of Dimensions • Rational Managers Vs Irrational Investors • Efficient market hypothesis & alternate market hypothesis • Expected Utility Theory • Calculation based on probability approach • Case • Summary • Weekend Assessment

	<ul style="list-style-type: none"> • Week Three Feedback
<p>Week 4: Knowing Market Anomalies</p>	<ul style="list-style-type: none"> • Weekly Overview • Market Anomalies • Causes & Effects • Evidences of Calendar Effects • January effect • Weekend effect • Turn-of-the year effect • Fundamental Anomalies • Technical Anomalies • Insights from Expert • Article • Summary • Weekend Assessment
<p>Week 5: Heuristics & Behavioral Biases</p>	<ul style="list-style-type: none"> • Weekly Overview • Concept of Heuristics • Familiarity & Related Heuristics • Representativeness & Related biases • Anchoring as a bias • Emotional Bias • Evaluation and Assessment • Insights from Expert • Summary • Weekend Assessment
<p>Week 6: Understanding Investor's behavior</p>	<ul style="list-style-type: none"> • Weekly Overview • Portrait of an Individual Investor & Institutional Investors • Implications of biases • Influence of Emotions • Behavioral Portfolio Theory • Models of Behavioral Finance- Barnewell Two-Way Model • BBK Five way model(Big Five Personality Tests) Simulation • Summary • Weekend Assessment
<p>Week 7 : Behavioural Corporate Finance</p>	<ul style="list-style-type: none"> • Weekly Overview • Behavioral Corporate Finance • Rational Managers & Irrational Investors • Valuation

	<ul style="list-style-type: none"> • Capital Budgeting & Investment Decisions • Dividend Policy Decisions • Cases • Summary • Weekend Assessment
Week 8: The Way forward	<ul style="list-style-type: none"> • Weekly Overview • Future Direction in Behavioural Finance • Neurofinance • Points to Remember while applying Behavioural Finance • Behavioural Components of Financial Planning • Summary • Weekend Assessment

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Weekend Assessment	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in weekend assessment
- 40% marks and above in the final proctored exam

Disclaimer: *In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.*