INTENDED AUDIENCE:
- BTech/BE student with a basic knowledge of Economics and Statistics
- Students of MBA/MCom/MA (Eco)/BBA/BMS

INDUSTRIES APPLICABLE TO:
Companies from BFSI (Banking, Financial services & Insurance) sector: Edelweiss Fin. Services Ltd., Barclays India, Yes Bank, CFA Institute, Capital First Ltd., Nomura, and other financial advisory firms, including investment banking companies such as JPMC, DB, etc.

COURSE OUTLINE:
This course will cover the behavioral aspects of financial decision making and personal finance planning. The students shall be introduced to the theoretical, mathematical, and empirical underpinnings of anomalies and biases that investors face in financial markets. The course also focuses on the behavioral approach of investment and personal financial planning. With the help of discussions on related theories, mathematical illustrations, and experimental exercises, participants should be able to become familiar with terminology, techniques and approaches used in behavioralized financial services industry.

ABOUT INSTRUCTOR:
Prof. Chandra is an Assistant Professor at VGSoM, IIT KGP. He offers courses in Corporate Finance, Investment Management, and Management Accounting to UG, PG, and Doctoral level student. He has done BCom.(H), MCom, and PhD in Accounting and Finance area. He has completed post-doctoral research in behavioral finance and asset pricing. His major research interests are in financial economics (behavioral finance, asset pricing, and economics of derivatives) and individual decision making under risk and uncertainty (prospect theory, risk preferences, irrationality). He does both theoretical and empirical work and am currently also involved in experimental work.

COURSE PLAN:

Week 1: Introduction to behavioral economics and finance: the concept of expected utility, the vonNeumann Morgenstern framework
Week 2: Non-expected utility preferences and its applications in finance
Week 3: Beliefs, biases and heuristics in financial markets
Week 4: Basics of personal finance, financial planning, and budgeting
Week 5: Investment decision making and behavioral finance
Week 6: Investment strategies for individual investors
Week 7: Purchasing decisions, consumer credit and related issues
Week 8: Alternative investment and structured finance