

**TEACHING PLAN**

Graduate Program: Business Management		
Course: ☒ Academic Master's ☐ Professional Master's ☒ Doctorate		
Discipline: Behavioural Finance		Code: ENST54919
Professor: Denis Forte		DRT: 1119675
Workload: 32h	Credits: 2	☐ Mandatory ☒ Elective
Syllabus: INTRODUCTION TO BEHAVIORAL FINANCE AGENTS RATIONALITY: UTILITY THEORY AND RACIONALITY HEURISTICS AND BIASES FINANCIAL BEHAVIOR AND FINANCIAL LITERACY RISK PREFERENCES AND APPLICATIONS FINANCIAL BEHAVIOR OF STOCK MARKET COMPUTACIONAL RESEARCH IN FINANCIAL BEHAVIOR PROSPECT THEORY AND APPLICATIONS TIME PREFERENCES NEUROECONOMICS AND THE DECISION-MAKING PROCESS PERSONAL AND CORPORATE FINANCE BIASES CHANGING BEHAVIOR		
Assessment Criteria: [1] <u>Presentations</u> [2] Weekly Homeworks [3] <u>Participation and presence</u> [4] Final <u>work</u> Formula: [1] *20% + [2] *20% + [3] *20% + [4]*40%. At the end, the sum of all geometrical mean individual grades will correspond to a final concept, as above: I - A – excellent >9. II - B – good 8,0 - 8,9; III - C – regular 7,0 - 7,9; IV - R – Fail < 7,0.		



Bibliography:

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- Campbell, S.R. and Dansby, R. (2018). **Foundations of Financial Literacy**. The Goodheart-Willcox Company, inc.
- Chen, J.C. (2016). **Finance and the Behavioral Prospect**. Palgrave Macmilan.
- Christiansen, B. and Lechman, E.(2016). **Neuroeconomics and the Decision-Making Process**. IGI Global.
- Harrison, T. (2016). **Financial Literacy and the Limits of Financial Decision Making**. Palgrave, Macmilan.
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- Palicka, J.V. (2012). **Fusion Analytics**. McGraw Hill.
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