

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Finance	
Semester		IV				Version		1.0.0.0	
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		IVA04BFI		Subject Name		BEHAVIOURAL FINANCE			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites: The students should possess basic understanding of financial terms and theories.									
Objectives: Using the knowledge of behavioural finance to predict and solve numerable financial decisions at corporate level management									
Learning Outcomes:									
IVA04BFI.CO1: Understand classical finance assumptions and analyze market anomalies that challenge rational finance perspective.									
IVA04BFI.CO2: Explain behavioural finance foundations and interpret key behavioural theories and contributions influencing investor behaviour									
IVA04BFI.CO3: Analyze the impact of cognitive & emotional biases on financial decisions and apply debiasing approaches to investor behaviour									
IVA04BFI.CO4: Evaluate behavioural influences in corporate finance decisions and apply behavioural & forensic techniques in financial judgment and fraud assessment									
Theory syllabus									
Unit	Content								Hrs
1	Brief overview of rational finance and classical finance theories Challenging the classical assumptions of finance Financial market anomalies: Fundamental anomalies, Technical anomalies, Calendar or seasonal anomalies								15
2	Behavioural Finance: Introduction, meaning, nature, Assumptions, Meaning of heuristics and bias, Building blocks of behavioural finance, Prospect theory and mental accounting Important contributors: Daniel Kahneman and Amos Tversky, Richard Thaler, Robert J. Shiller, Michael Pompian, Parag Parikh								15
3	Theories of Behavioural Finance Concepts of Familiarity, Representativeness, Anchoring, Cognitive Biases, Emotional Biases, Dealing with biases, Overcoming the biases and debiasing Behavioural aspects of Investing								15
4	Neurofinance: Meaning and Future Adaptive Market Hypothesis Forensic Accounting: Meaning, introduction, Fraud theories, Tools in Forensic Accounting, Approaches to behavioural corporate finance, Market timing and catering approach, Issues related to valuation, dividend policy, mergers and acquisitions								15
Practical content									
Text Books									
1	Prasanna Chandra- Behavioural Finance (Tata McGraw-Hill)								
Reference Books									
1	M. M. Sulphey- Behavioural Finance (PHI)								
2	Richard M. Thaler- Advances in Behavioural Finance: Volume II (Princeton University Press)								
3	Williams Forbes- Behavioural Finance (Wiley)								
4	Parag Parikh- Value Investing and Behavioural Finance (McGraw-Hill)								

5	Herbert A. Simon, Massimo Egidì, Riccardo Viale, Fondazione Rosselli, Robin Marris- Economics, Bounded Rationality and the Cognitive Revolution (Edward Elgar Publishing)
6	Mohnish Pabrai- The Dhandho Investor (Wiley)
7	James Montier- The Little Book of Behavioural Investing: How Not to be Your Own Worst Enemy (Wiley)
8	Shuchita Singh, Shilpa Bahi- Behavioural Finance (Vikas)
9	Sujata Kapoor, Jaya Mamta Prosad-Behavioural Finance (Sage)
10	Behavioural Finance: Insights into Irrational Minds and Markets, by James Montier
11	Pompian, Michael M. -Behavioural Finance and Wealth Management (Wiley)

Evaluation scheme:

Component:

1. University Exam:
2. Mid Semester Exam:
3. Continuous internal evaluation:
 - i. Quiz
 - ii. Assignment & Viva

Weightage:

- 40% (As per Exam Scheme 60:40)
- As per Exam Scheme (30%)
- As per Exam Scheme (30%)
- 15%
- 15%

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 4: Course Name: IVA04BFI BEHAVIOURAL FINANCE							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IVA04BFI.CO1	3	3	0	2	0	1	1
IVA04BFI.CO2	2	3	0	2	0	1	1
IVA04BFI .CO3	3	3	2	2	2	2	1
IVA04BFI.CO4	3	3	2	3	1	3	1

Semester 4: Course Name: IVA04BFI BEHAVIOURAL FINANCE			
Course outcomes	PSO1	PSO2	PSO3
IVA04BFI.CO1	2	1	2
IVA04BFI.CO2	2	1	2
IVA04BFI .CO3	3	1	3
IVA04BFI.CO4	3	1	3