



MACKENZIE PRESBYTERIAN UNIVERSITY

Centre for Applied and Social Science
Graduate Program in Business Management



Discipline: Behavioral Finance

Discipline code: ENST10284

Workload: 48 hs

Credits: 04

Syllabus: Introduction to behavioral finance. Agents' rationality: utility theory and rationality; The heuristics and biases of humans; Relating financial behavior and financial literacy; Risk preferences and applications; The financial behavior of stock market; Computational research application in financial behavior; Prospect theory and its applications; Time preferences of agents; How neuroeconomics relates to the decision making process; Personal and corporate finance biases; Changing behavior of agents.

Assessment criteria: The course completion evaluation considers the following aspects: Presentations (20%); Weekly activities (20%); Presence and Participation (20%); Final report (40%).

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 Macmillan.
- Christiansen, B. and Lechman, E.(2016). **Neuroeconomics and the Decision-Making Process**. IGI Global.
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- Kita, H. Taniguchi, K, Nakajima, Y. (2016). **Realistic Simulation of Financial Markets. Analyzing Market Behaviors by the Third Mode of Science**. Springer.
- Palicka, J.V. (2012). **Fusion Analytics**. McGraw Hill.
- Reuter, M. and Montag, C. (2016). **Neuroeconomics**. Springer.
- Zokaityte, A. (2017). **Financial Literacy Education**. Palgrave, Macmillan.