



TEACHING PLAN

Graduate Program: Business Management		
Course: <input type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Behavioural Finance		Discipline code: ENST10284
Professor: Denis Forte		DRT: 1119675
Workload: 48h	Credits: 4	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> 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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Harrison, T. (2016). **Financial Literacy and the Limits of Financial Decision Making**. Palgrave, Macmillan.

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Palicka, J.V. (2012). **Fusion Analytics**. McGraw Hill.

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