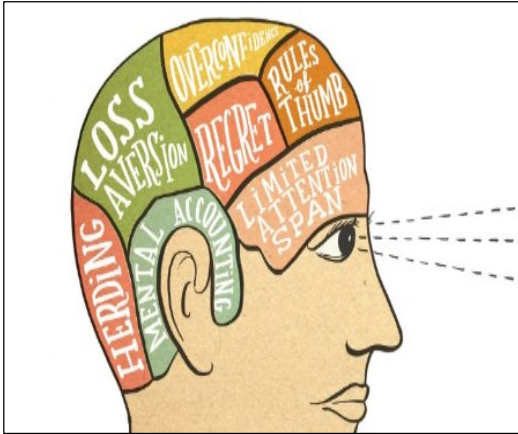


One Week Summer School On Behavioural Finance



Behavioural finance is an emerging area of study which considers the theories based on psychology to elucidate the anomalies in the financial market. Of late there are lots of researches happening in the field of behavioural finance. The development of technology has made accessible the information for the general public. Any information is available to the investors at a relatively faster rate than ever before. With the advent of online trading, the volume and value of transactions in the stock market

have increased tremendously. The investor is now more active as well as reactive. In this backdrop, it is strongly felt the need to get answers to some questions regarding the behaviour of the stock market and the investors. The natural conclusion is that it will lead to study and research in the field of behavioural finance.

Objectives

The course has the objective of introducing the participants with fundamental of behavioural finance and intends to take them to a stage where they can apply this knowledge in everyday decision making. Following are the key learning objectives of this programme:

- To understanding the language associated with behavioural finance;
- To understanding the main components of a behavioural finance;
- To understanding the theories of behavioural finance;
- To know in detail the application of various behavioural finance theories especially in the changing technological context.

Coverage

1. Introduction to Behavioural Finance; Rationality of Studying Behavioural Finance, History of Behavioural Finance Studies, Theories of Behavioural Finance, Criticisms of Behavioural Finance, Arguments in Favour of Behavioural Finance.
2. Basic Foundations of Behavioural Finance; Context of Studying Behavioural, Building Blocks of Behavioural Finance- Limits to Arbitrage, Psychology
3. Investors' Psychology and Investment Decisions; Insufficient diversification, Naive Diversification, Excessive Trading, The Selling Decision, The Buying Decision;
4. Prospect Theory; Prospect theory model, Applications of Prospect Theory, Limits and Extensions of Prospect Theory, Relevance of Prospect Theory in the Area of Finance;
5. Regret Theory; Fear of Regret in Finance Decisions, Rationality of Fear of Regret in Financial Decisions, Anticipatory Regret, Minimizing Fear of Regret;
6. Mental Accounting, Overconfidence in Financial Market, Over reaction in Financial Market, Anchoring in Finance, Gambler's fallacy in Investing, Risk Perception, Herd Behaviour in Finance, Magical thinking in Finance, Hindsight bias in finance, confirmatory bias in finance;
7. E-Commerce, E-payment and behavioural finance;
8. An overview of the information security in the context of financial transactions;
9. Prospective research dimensions in the aforementioned areas.

For Whom

The programme is open for students, research scholars, professionals, executives and entrepreneurs who have interest in learning behavioural finance. Prior knowledge of theories of financial management is not a limitation to attend this programme.

Pedagogy

The program would be a mix of lecture; case let/case study and experience sharing between participants and resource persons.

Key benefits

After attending this programme the participants will be able to understand the psychology behind making their own investment decisions and hence they can plan their personal finance in a smooth way. Additionally, special sessions will be engaged for developing research problem and pursuing research in this area.

Duration and dates: The programme will be of one week duration from 15th June to 21st June, 2018

Course fee:

For participants from Industry/Corporate	Rs. 3,000
For faculty members	Rs. 2,000
For Research Scholars	Rs. 1,500
For Students (UG/PG)	Rs. 1,000

The course fee shall include the cost of study material, tea snacks during the programme, programme kit and working lunch. To apply online, follow the following link:-

<https://apply.iiita.ac.in/event/register/>

Accommodation: Accommodation will be provided to the outstation participants in the guest house on payment of actual charges. The Institute has state of art guest house facility AC and Wi-Fi facilities. Rs. 300 & Rs. 200 per day per person is charged for AC and non-AC rooms respectively on twin sharing basis.

Venue: Department of Management Studies, Indian Institute of Information Technology, Allahabad, India

About the Department

The Department of Management Studies, Indian Institute of Information Technology, Allahabad was constituted with the philosophy of running and managing the programmes with a focus on Management and Technology. It is propelling academic excellence through innovative pedagogy of blended learning inculcating all round self-development by creativity, knowledge exchange, empowerment and enrichment of students and faculty members. The department offers two programmes; 2 Years Full Time MBA & Full Time Dual Degree MBA - Ph.D. The strength of the department lies in the faculty who are having exposure to fields of Management and IT, belonging to various institutes of national importance and centers of excellence.

Programme Facilitators

Dr Ranjit Singh
Chief Programme Coordinator
Associate Professor
Department of Management Studies
Indian Institute of Information Technology
Allahabad-211012
Phone: +91-9532766339
Email: ranjitsingh@iiita.ac.in

Dr Saurabh Mishra
Coordinator
Assistant Professor
Department of Management Studies
Indian Institute of Information
Technology
Allahabad-211012
Phone: +91-8005199535
Email: saurabhmishra@iiita.ac.in

Dr Shasikant Rai
Coordinator
Assistant Professor
Department of Management Studies
Indian Institute of Information
Technology
Allahabad-211012
Phone: +91-7080165835
Email: shashikant@iiita.ac.in



REGISTRATION FORM

One Week Summer School on

Behavioural Finance

15th June – 21st June 2018

Name of Participant: _____

Category: Corporate Faculty Students

Name of Organization: _____

Designation: _____ Place: _____

Contact Number: _____ Alternate Number: _____

Email ID _____ :

Payment Mode: Demand Draft Account Transfer Cash

Accommodation Required (*Subject to Availability*): Yes No

If Yes, From: _____ To: _____

**Note-Scanned Copy of the Registration Form and Payment Details has to be sent to:*
ranjitsingh@iiita.ac.in

Contact details:

Dr. Ranjit Singh
Associate Professor
Department of Management Studies,
Indian Institute of Information Technology
Allahabad-211012
Email: ranjitsingh@iiita.ac.in
Phone: +91-9532766339

Account Details

(For D.D. and Account Transfer)

A/c Name: Indian Institute of Information
Technology Jhalwa Allahabad

A/c No.: 30996838478

Bank Name: State Bank of India

Branch: Jhalwa (branch code 10891)

IFSC: SBIN 0010891