



Behavioural Finance in Practice

Contents

A wide-ranging seminar covering the major behavioural issues facing individual and group investment decision-makers. Attention will be paid to the motivational theories of information seeking and to how information is perceived and organised prior to making a decision. We will then examine how risk attitudes are influenced by the win-loss situation, the temporal proximity of the outcomes and by the simple passing of time. Finally, we will examine how the dynamics of a group and the choice of decision rules further impact decision-making.

- ✓ Organising information - the schema
- ✓ Processing information - heuristics
- ✓ Decision-making under uncertainty - prospect theory
- ✓ Motivation theory of information seeking - cognitive dissonance
- ✓ Time discounting - hyperbolic discounting.
- ✓ Adaptation - choice over time
- ✓ Group decision-making

The smaller groups will include a short group exercise that will allow participants to apply the learned content in a practical context.

Participants

This seminar is aimed at a professional investor audience.

Duration

The total teaching time is approximately 4 hours.

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