Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

<table>
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<tr>
<th>9th Semester</th>
<th>I6MN903B</th>
<th>Behavioural Finance</th>
<th>L-T-P</th>
<th>3 Credits</th>
<th>35 hrs</th>
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Module – I


Module – II

**Prospect Theory:** Prospect Theory. Framing and Mental Accounting, Rationality in investment decision, Ellsberg’s paradoxes, Investors sentiments and Bubble creation.

Module – III:

**External Factors and investors behavior:** Heuristics and Biases; Overconfidence, Fear and Greed in Financial Market, emotions and financial markets, statistical methodology for capturing the effects of external influence onto stock market returns. Behavioral Corporate Finance.

Reference Books:

- Behavioral Finance: Sinha PK - Himalaya
- Behavioral Finance: Shuchita Singh and Batt, Vikas.
- Value investing and behavioral Finance, Parag Parikh, TMH
- Understanding Behavioral Finance, Cengage
- Behavioral Finance, Chandra, Mc GrawHill