

MBA 2Yrs Syllabus from Admission Batch 2018-19 onwards

4 th Semester	18MBA402B	Behavioural Finance	L-T-P 3-0-0	3 Credits	35 hrs
--------------------------	-----------	---------------------	----------------	-----------	--------

Module- I

Foundations of Finance: Nature, Scope and Significance Behavioral Finance, Market Strategies, Expected Utility Theory, Risk Attitude, Allais paradox. Building Blocks.

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


Director, Curriculum Development
Biju Patnaik University of Technology, Odisha
Rourkela