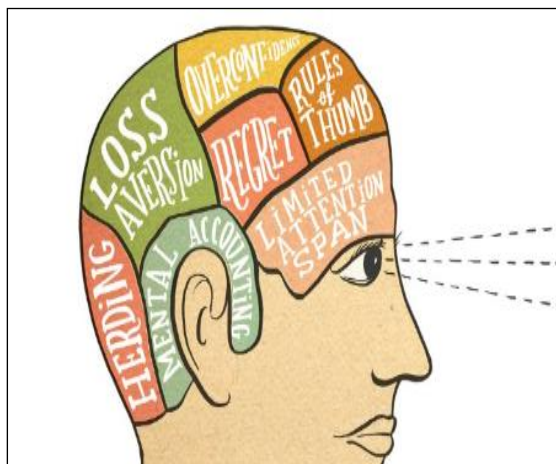


One Week Winter School on Behavioural Finance

Organized by
Programme Statistics
Assam down town University, Guwahati
Date: 16th November – 22nd November, 2019



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 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 understand the language associated with behavioural finance;
- To understand the important components of a behavioural finance;
- To learn various 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 16th November to 22nd November, 2019

Course fee:

For participants from Industry/Corporate	Rs. 4,500
For faculty members	Rs. 3,200
For Research Scholars	Rs. 2,700
For Students (UG/PG)	Rs. 2,000

The course fee shall include the cost of study material, tea snacks during the programme, programme kit and working lunch.

Mode of Payment

Candidate applying for the training program are required to pay the registration fee in Cash/Multicity cheque to the following Bank on or before **05.11.2019**. The Multicity Cheque shall be drawn in favour of “DOWN TOWN CHARITY TRUST”. Fees can also be paid by NEFT or RTGS to the following account details,

Name of the Bank	Name of the Account Holder	Account No.	Branch	IFS Code
UCO Bank	DOWN TOWN CHARITY TRUST	05720100014414	Dispur	UCBA0000572
ICICI Bank		245601000211	MADHAB TOWER DOWNTOWN, RUKMINIGAON G.S. ROAD	ICIC0002456
IDBI BANK		0136104000142106	GUWAHATI MAIN BRANCH G.S.ROAD	IBKL0000136

In case of NEFT/RTGS the applicant has to mention the transaction details in the application form. The participants shall be provided with workshop kit, refreshments and lunch during the days of the training program. **All communication to the participants shall be made via following e-mail.**

mpk.stat@gmail.com

Accommodation: Accommodation will be provided to the outstation participants in the guest house on payment of actual charges.

Venue: Assam downtown University, Guwahati

About the Assam down town University

Assam down town University (AdtU) is a unique institution of North East India that has charted distinct pathways to academic excellence. AdtU today is a comprehensive research University with unusually strong public service mission. Its complexity, diversity and comprehensiveness (composed of **Paramedical Sciences, Engineering, Commerce & Management, Humanities & Social Sciences, Nursing, Pharmaceutical Science**) one a fountain head of quality and innovation.

AdtU the largest educational group based in Assam, has on its rolls **4000+ students** and more than **300+ faculty members**. The State-of-the-art campus in Guwahati located on 50+ acres of land.

Our unique, inspirational academic model is designed to match the international standards. The curriculum offered is continuously upgraded to keep pace with the overall development of industry and in-line with the best practices with in the best practices followed in international Universities.

With students from **20 Indian States and 5 Countries** AdtU is one of the most ethnically and culturally diverse universities in the vicinity of the city beautiful – Guwahati. A continuous emphasis on modern teaching methods, global links for research, students exchange and knowledge sharing, world class infrastructure, placement, diversity of students and industry-institute interactions have consistently place AdtU students well ahead in every field. This dedication to academic excellence has resulted in accolades for the university. Today AdtU is one of the most preferred, highly recognized and top ranked university in North East states.

Expected Resource Person

The Eminent faculty **Prof. Amlesh Bhowel** from Department of Commerce, **Assam university**, Diphu Campus and **Dr. Ranjit Singh**, Associate professor Department of Management Studies from **Indian Institute of Information Technology, Allahabad** will form the core resource person of the workshop.

Programme Coordinator

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Programme Joint-Coordinator

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Guwahati- 781001

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Registration Form

Name (**in block letters**) :

Educational qualification:

Date of Birth :

Sex (Male/Female) :

Designation :

Department :

Organization/Institution :

Address for Communication :

Vill. /Town :

P.O. :

P.S.:

Dist:

State:

Pin :

Contact No. (Mobile) :

Valid E-mail ID :

Accommodation required: Yes/ No

Food : Vegetarian / Non-Vegetarian

Are you Employed? Yes / No

Amount of Fees paid:

Mode of Payment:

Transaction No. (RTGS/NEFT/CASH to Account):

Any special requirement from the workshop which will help in your research:

DECLARATION

The information furnished above is true to the best of my knowledge

Date:

Place:

Signature of the Candidate

Photo of the Candidate