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professional excellence

INDIAN INSTITUTE OF  
BANKING  
& FINANCE

# Two Days Online Program on : “ It's All in the Mind - Behavioural Finance and Wealth Management”

From 25<sup>th</sup> May 2023 to

26<sup>th</sup> May 2023



## Program Objective :

- To introduce basic principles of behavioural finance and its impact on the Financial Markets.
- To understand behavioural finance implications for investors, analysts, and bankers.
- To understand the loss aversion, herding bias and other social factors distorting decision making.
- To understand psychological biases that affect financial decisions and behavioural asset pricing.



## Content Overview :

- Understanding of Behavioural Finance
- Behavioural Finance vs. Traditional Finance
- Behavioural Finance and Investment Decision Making Theories
- Investor Sentiment Measurement and its Application
- Pricing of Investor Sentiment Risk, Client's Risk Profile And Optimal Asset Allocation
- Efficient Market Theory or Efficient Market Hypothesis (EMH)
- Psychological and Cognitive Biases and Financial Decision Making
- Overconfidence, Excessive Trading behaviour and Gambler's Fallacy
- Improving Financial Service Quality with Behavioural Finance



### Target Group :

Ideal for Banking and Finance

Professionals, Relationship Managers,

Investment Managers, Finance Advisors,



### Pedagogy

Virtual (Online) interactive lectures,, Deep dive discussions, caselets, simulation, exercise, Presentations. Sessions will be handled by experienced faculties and experts from industry.



Scan to Register :

### Training Fees :

₹ 4000/- per participant plus GST  
@18% aggregating to ₹ 4,720/-.

**For Details & Nomination,  
please contact :**

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