# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University
Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

## UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

| PROGRAM | BA | BA(Hon) | B.Com | B.Com(Hon) | M.Com | MA - Eng | MA- Eco | MA- Psy |
|---------|----|---------|-------|-----------|-------|----------|---------|---------|
| **Tick** ✓ |  |  |  |  | ✓ |  |  |  |

| SEMESTER | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----------|---|---|---|---|---|---|---|---|
| **Tick** ✓ |  | ✓ |  |  |  |  |  |  |

| SPECIALIZATIONS | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| **BA** | Eco | Eng | Psy | Gen | | | | | |
| **Tick** ✓ |  |  |  |  | | | | | |
| **BCOM** | Costing | Banking | Entrep | MKT | Fin & Acc | Mgt Acc | HRM | Bus Analytics | Gen |
| **Tick** ✓ |  |  |  |  |  |  |  |  |  |

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|---|---|
| **Name of Board of Studies** | Commerce |
| **Name of the Department** | Commerce |
| **Name of Head of Department** | Dr.Hrishikesh Soman |
| **Title of the Course** | Behavioural Finance |
| **Course Code** | |
| **Type of Course (New / Revised)** | **New** |
| **Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)** | |
| **Number of Credits** | 4 |
| **Name of the Faculty** | Mr. Ramprasad Murthy |
| **Date of Approval by BoS** | June 3rd 2023 |
| **Date of Implementation** | June 2023 |

| **Course Outcomes** <br> **On successful completion of the course students will be able to:** |
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| 1. To enumerate Behavioural Finance |
| 2. How Investor Behaviour incorporated with Asset Allocation |
| 3. Identify different types of investor biases |

| | 4. Apply behavioural finance in a practical manner |
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## DETAILS OF SYLLABUS

| UNIT NUMBER | DETAILS | NUMBER OF LECTURES |
|---|---|---|
| 1 | **Behavioural Finance**<br>1.1. What is behavioural finance?<br>1.2. History<br>1.3. Incorporating Investor Behaviour with Asset Allocation | 14 |
| 2 | **Understanding Bias**<br>2.1 Investor biases<br>2.2 Types of biases<br>2.3 Case studies | 16 |
| 3 | **Investors Personality and behaviour**<br>3.1 Gender, Personality types<br>3.2 Investor Behaviour<br>3.3 Neuro economics<br>3.4 Case studies | 14 |
| 4 | **Money Management and Behavioural Finance**<br>4.1 Benefits of saving early<br>4.2 Money Management<br>4.3 Introduction to Financial decision | 16 |
| 5 | Assignments: Case study, Article review, filed visit, Group presentations | |
| Reference List | | |

**1.** The Psychology of Money by Morgan Housel

2. Extraordinary Popular Delusions and the Madness of Crowds By Charles Mackay

*3.* The Little Book of Behavioral Investing: How Not To Be Your Own Worst Enemy By James Montier

Principal
Symbiosis College of
Arts & Commerce, Pune-4.

Name and Sign of Head

**Examination Pattern**

**Total Marks: 100**

Internal – 50 Marks

External- 50 marks

**Format of the Question Paper**

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers