



Committed to
professional excellence

INDIAN INSTITUTE OF
BANKING
& FINANCE

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

From 25th May 2023 to

26th April 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
- 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
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 :**

Dr.Priti Aggarwal

Zonal Head, PDC-WZ, IIBF

Phone No.: 022 - 6850 7022

Email:head-pdcwz@iibf.org.in

Mobile No. 99872 65517

