

## Introduction to Behavioural Finance

1 day  
Course

## 'The Fundamentals of Behavioural Finance'

Course Objectives	To provide a foundation of knowledge in Behavioural Finance that provides recognition of its role in decision making and a platform for future learning in specific applications.
Who should attend?	Traders, Sales, Analysts, Financial Advisers, Wealth Management, Graduates, Accountants, Retail Investors, HR professionals, Public Service Providers, and SME's.
Course Overview	<p><b>Why Behavioural Finance?</b></p> <ul style="list-style-type: none"> <li>The first part of the course looks at why Behavioural Finance is relevant in today's market and the areas of decision making that it can influence</li> </ul> <p><b>The Fundamentals of Behavioural Finance</b></p> <ul style="list-style-type: none"> <li>The second part of the course highlights applications of Behavioural Finance and where it fits in modern business.</li> </ul> <p><b>Applications of Behavioural Finance</b></p> <ul style="list-style-type: none"> <li>The final part of the course highlights applications of Behavioural Finance where it fits modern business/</li> </ul>
Learning Outcomes	<ul style="list-style-type: none"> <li>Where and how behavioural biases affect decision making in environments of uncertainty and risk</li> <li>Knowledge of the history and evolution of Behavioural Finance.</li> <li>Understanding the core theories of Behavioural Finance and how these translate into today's business environment</li> </ul>