University of Gdańsk

Subject card

Subject name and code	Psychology in Finance, PG_00178597		
Field of study	Finance and Accounting		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor’s studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Corporate Finance -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr inż. Alicja Grzenkowicz	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30
E-learning hours included: 0.0						

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	2.0	18.0	50

Subject objectives	The aim of this course is to introduce the most current theoretical knowledge on the consequences of cognitive, emotional, cultural, and social factors on people's financial decisions and behavior.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[FiRL3_U06] The student can use and integrate knowledge from management and quality sciences, as well as economics and finance, to resolve dilemmas and solve complex problems that arise in professional work in finance and accounting.	Students can adequately interpret, explain, and critically analyze social phenomena associated with symbolic meaning of money	[SU4] test/exam - oral or written
[FiRL3_W04] The student has advanced knowledge and understanding of the role and place of man in financial structures and his behaviour in organisations, both at the individual, group, and institutional levels.	The student possesses basic knowledge of the role of psychology in finance and is familiar with and able to classify theories related to financial investing.	[SW4] test/exam - oral or written

Subject contents	1. Introduction to Psychology of Finance 2. Fundamental Theories of Investment Psychology 3. The Behavioral Biases of Individuals 4. Investment Biases and Heuristics 5. Behavioral Portfolio Management 6. Emotions in Finance 7. Social Interactions in Finance 8. Neuro-Finance 9. Asset Price Bubbles 10. Behavioral Corporate Finance	
Prerequisites and co-requisites		
Assessment methods and criteria		
Recommended reading	Basic literature	1. Nofsinger J., The Psychology of Investing, Prentice Hall, 2014, any edition, ISBN: 0133382877
	Supplementary literature	1. Klontz B., Chaffin C. R., Klontz T., Psychology of Financial Planning: The Practitioners Guide to Money and Behavior, Wiley, 2022, any edition
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Assessment methods and criteria:

Subject passing criteria	Passing threshold	Percentage of the final grade
Test	51.0%	100.0%

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