University of Gdańsk

Subject card

Subject name and code	Modern Behavioral Finance, PG_00179808		
Field of study	Finance and Accounting, Informatics and Econometrics, Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Małgorzata Siemionek-Ruskań	
	Teachers	dr Małgorzata Siemionek-Ruskań	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	10.0	10.0	35

Subject objectives	The aim of the course is to present the relationship between psychology and economics. The course explores how behavioural finance insights complement the traditional finance paradigm.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Student can search for, analyze, and select detailed information necessary for making rational, complex operational and strategic decisions in companies, using appropriate analytical tools and decision support methods.	[SU1] oral statement/conversation/ discussion
	[IiEMU2_U07] The student is able to build advanced formal models of complex economic phenomena and processes, estimate them, carry out their verification and apply them to modeling, forecasting and optimization of resources of economic institutions of varying degrees of complexity, their structure and the course of processes in them.	Can build advanced formal models describing complex phenomena and behavioral processes influencing the financial decisions of individuals and institutions. He/she is able to estimate and verify these models using empirical data and apply them to analyze, forecast, and optimize the behavior of market participants, as well as to assess the impact of cognitive and emotional errors on the functioning of financial institutions of varying degrees of complexity. Translated with DeepL.com (free version)	[SU5] implementation of a problem task
	[ZARZMU2_W02] The student has an expanded knowledge of the relationship between the disciplines of the social sciences crucial to understanding the essence of economic processes.	Student has extensive knowledge of the relationships between key social science disciplines—psychology, economics, sociology, and management sciences—and their importance for understanding the behavioral foundations of economic and financial processes.	[SW4] test/exam - oral or written
	[IiEMU2_W02] The student has an in-depth knowledge of economic structures and institutions, the processes taking place in them, the connections between them and their dynamics, and has an in-depth knowledge of the phenomena and processes taking place in their environment.	Student has in-depth knowledge of financial structures and institutions, the decision-making processes that take place within them, and the connections and dynamics of relationships between market participants. He also has in-depth knowledge of the behavioral determinants of phenomena and processes occurring in the environment of financial institutions, including the impact of psychological, social, and organizational factors on the functioning of markets.	[SW4] test/exam - oral or written
	[FiRMU2_W02] The student has an extended and organized knowledge of various types of economic structures and institutions and the changes occurring in them, particularly the banking system, insurance system, tax system, financial markets, and organization of the public finance system and private sector. The student knows the interrelationships between these structures and social institutions on a national and international scale.	Student has extensive and structured knowledge of the structures and institutions of the financial system – in particular the banking, insurance, and tax systems, financial markets, public finances, and the private sector – and of the changes taking place in these areas. They are familiar with the behavioral determinants of the functioning of these institutions and the interrelationships between them on a national and international scale, including the impact of psychological, social, and cultural factors on financial decision-making and market dynamics.	[SW4] test/exam - oral or written
	[FiRMU2_U07] The student knows how to independently propose solutions to specific problems in the field of finance and accounting based on accepted criteria and lead to decisions in this area.	Student can independently propose solutions to specific problems in the field of finance and accounting, taking into account the behavioral determinants of financial decisions and accepted analytical criteria. Is able to formulate and make rational decisions by identifying and limiting the impact of cognitive biases, emotions, and social factors on the decision-making process.	[SU5] implementation of a problem task

Subject contents	1. Traditional finance. 2. Prospect theory. 3 Heuristics and biases 4. Overconfidence 5 Emotional biases. 6 The impact of heuristics and biases on financial decision-making. 7 Individual investors and the power of emotions 8. Behavioural explanations of anomalies.	
Prerequisites and co-requisites		
Assessment methods and criteria		

Subject passing criteria	Passing threshold	Percentage of the final grade
100	51.0%	100.0%

Recommended reading	Basic literature	1. Pompian M. M., Behavioral Finance and Investor Types: Managing Behavior to Make Better Investment Decisions, Wiley&Sons, 2012 2. A Course in Behavioral Economics, Erik Angner, 2016, Publisher MacMillan Education UK . 3. Behavioural Finance for Private Banking, Thorsten Hens and Kremena Bachmann, Wiley 2018.
	Supplementary literature	1. Kahneman D., Tversky A., Prospect theory: an analysis of decision under risk, Econometrica, Vol. 47,2/1979 2. Kahneman D., Delusions of Success: How Optimism Undermines Executives' Decisions, Harvard Business Review OnPoint Article, 2003 3. Ackert L., Deaves R., Behavioral Finance. Psychology, Decision-Making and Markets, South-Western CENGAGE Learning, 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	