Subject card

Subject name and code	Behavioral Finance - Lecture, PG_00212713					
Field of study	Taxes and Tax Consultancy					
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027	
Education level	Master's studies		Subject group		Optional subject group	
Mode of study	part-time studies		Mode of delivery		at the university	
Year of study	1		Language of instruction		Polish	
Semester of study	2		ECTS credits		2.0	
Learning profile	academic		Assessment form		credit	
Conducting unit	Faculty of Law and Administration -> Rector					
Name and surname of lecturer (lecturers)	Subject supervisor	dr Sławomir Kujawa				
	Teachers					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	14.0	0.0	0.0	0.0	0.0	14
	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	14		0.0	36.0	50
Subject objectives	The goal of the course is to impart knowledge and help students acquire skills and social competencies during classes on behavioral finance					

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PiDPMU2_W03] has in-depth knowledge of the subject of regulation of selected detailed issues outside the scope of branches of substantive and formal law related to public levies, as well as outside the scope of accounting	The student has an in-depth understanding of legal regulations concerning public levies. The student understands the nature and significance of various types of public levies and their functions within the public finance system. The student is familiar with the legal principles governing the imposition, assessment, collection, and control of public levies. The student understands the interrelationships between regulations concerning public levies and the operations of economic entities and households. The student is familiar with selected specific regulations concerning the public law obligations of entities participating in economic transactions. The student understands the significance of regulations concerning public levies for the fulfillment of the tasks of the state and local government units.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[PiDPMU2_W01] has in-depth and structured knowledge of the basics of jurisprudence, public finances and private law, including the main development trends in legal sciences and economics and finance sciences	Student zna pogłębione podstawy prawoznawstwa, finansów publicznych oraz prawa prywatnego. Student rozumie podstawowe pojęcia, zasady i instytucje prawne oraz ich znaczenie dla funkcjonowania państwa i gospodarki. Student zna źródła prawa oraz zasady ich tworzenia, wykładni i stosowania. Student rozumie zależności pomiędzy regulacjami prawnymi a procesami gospodarczymi i finansowymi. Student zna zasady funkcjonowania finansów publicznych oraz ich znaczenie dla realizacji zadań państwa i jednostek samorządu terytorialnego.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[PiDPMU2_W05] has systematic knowledge of the economic, legal, ethical and other conditions of various types of professional activity related to the application and compliance with tax law and accounting	The student is familiar with the economic, legal, and ethical considerations involved in professional practice related to tax law and accounting. The student understands how the tax system works and its impact on the operations of business entities. The student is familiar with the basic tax and accounting obligations of business owners and the consequences of failing to fulfill or improperly fulfilling these obligations. The student understands the interrelationships between tax law and accounting principles.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

<table>
<tr><td>Subject contents</td><td colspan="2">Neoclassical vs. Behavioral Economics
The Application of Behavioral Economics in Public Administration
Investor Behavior in the Context of Behavioral Finance
Investor Behavior in the Context of Behavioral Finance: Cognitive Biases in Decision-Making,
Investment Market Behavior in the Context of Behavioral Finance
Deviations from Investment Market Efficiency
Contrarian Investing in Behavioral Finance
The Use of Event Study Analysis in Behavioral Finance,
Robo-advisory as a Tool for Reducing Cognitive and Motivational Biases</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="2"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Project (the lecturer will provide information about the project during the first class)</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Written test</td><td>51.0%</td><td>70.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>D. Kahneman, Pułapki myślenia. O myśleniu szybkim i wolnym (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań 2011.
D. Kahneman, O. Sibony, C. Sunstein, Szum. Czyli skąd się biorą błędy w naszych decyzjach (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań2021.
S. Kujawa, Inwestycje klasyczne i alternatywne w kontekście uwarunkowań behawioralnych, Wydawnictwo UG, Gdańsk 2020,
S. Kujawa, Analiza zdarzeń i jej zastosowanie w finansach behawioralnych, Finanse, Rynki Finansowe, Ubezpieczenia, nr 4/2016 (82), cz. 2 Wydawnictwo US, Szczecin 2016.
M. Czerwonka, B. Gorlewski, Finanse behawioralne. Zachowania inwestorów i rynku,
Wydawnictwo SGH, Warszawa 2012,
K. Borowski, Finanse behawioralne modele, Warszawa 2014,
E. Ostrowska, Behawioralny portfel inwestycyjny. Mózg, Emocje, Luka behawioralna. Wydawnictwo UG, Gdańsk 2020</td></tr>
<tr><td>Supplementary literature</td><td>P. Zielonka, Behawioralne aspekty inwestowania. Warszawa 2006
M. J. Pring, Psychologia inwestowania. Kraków 2006
R. H. Thaler, C. R. Sunstein, Impuls, Warszawa 2008</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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