AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Behavioral Finance							
Course Code		İMF518		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Financial decision-making process to gain skills in understanding and analyzing the behavior of investors.							
Course Content		Traditional approaches to financial decision-making process and explaining the process. Behavioral approaches to financial decision-making process. Models of investor behavior, and behavioral finance, behavioral approaches.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion						
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Barak, O. ,Davranışsal Finans Teori ve Uygulama , Gazi Kitabevi , Ankara , 2008.

Week	Weekly Detailed Course Contents	
1	Theoretical	Traditional Approaches to Explain Financial Decision-Making Process
2	Theoretical	Expected Utility Approach
3	Theoretical	Bayesian Approach to Learning
4	Theoretical	Efficient Markets Approach
5	Theoretical	Description & History of Behavioral Finance
6	Theoretical	Basis of Behavioral Finance: Theory of Expectations
7	Intermediate Exam	Midterm Exams
8	Intermediate Exam	Midterm Exams
9	Theoretical	Relationship with the Departments of Behavioral finance
10	Theoretical	Factors Affecting the Behavioral Finance Investor Behavior
11	Theoretical	Cognitive Factors
12	Theoretical	Cognitive Shortcuts
13	Theoretical	Emotional Factors
14	Theoretical	Behavioral Finance Models
15	Theoretical	Case Study

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
			Total Workload (Hours)	127
		[Total Workload (Hours) / 25*] = **ECTS**		5

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	

5	

Programme Outcomes *(Finance and Accounting Masters)*

1	To be able to integrate fundamental accounting and auditing knowledge with related branches of the law.
2	To be able to use technical and practical knowledge regarding the eatblishment and development of cost systems in practice.
3	To be able to consider ethic values and social responsibility in the decisions in business life.
4	Be able to take initiative and solve problems using analytic and creative approaches and manage risks in the changing business conditions.
5	To be able to associate the subtle movements in the securities and organized financial markets with human psychology and analyze the realtionship.
6	Be able to improve the system in which he/she is engaged by integrating the theoretical knowledge with practive (be able to understand and interpret the problems of the profession and express ideas in a succint and precise manner.)
7	To be able to analyze and interpret developments in the derivative products, foreign exchange markets and finacial markets and perform transactions using derivative products.
8	To be able to use mathemetical and statistical knowledge in order to employ fundamental finance principles in the decision making process. Be able to use econometric models in accounting and finance and testing them using actual data in the finance markets.
9	To be able to recognize the international financial management tools , international financial markets, and intermediary organizations and entities and make use of this knowledge in the financial management of a firm .
10	To be able to evaluate the cause and effect relations of the local and global crisis and be able to make decisions based on knowledge in the conditions of crisis.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	4	5	4	3	2
P2	4	4	5	4	3
P3	4	4	4	5	4
P4	3	4	4	4	5
P5	3	3	4	4	4
P6	3	3	3	4	4
P7	2	3	3	3	4
P8	2	2	3	3	3
P9	2	2	2	3	3
P10	5	2	2	2	3