



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioral Finance							
Course Code		EFN542		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	124 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to explain the concept of behavioral economics, to ensure assimilation methods and methods and to improve decision-making under uncertainty and risk and the perception of the probability							
Course Content		Conceptual description , Bayesian Theory, availability heuristic, curse ofknowledge, representativeness, small numbers rule, tend to approve, the decision-making under risk and uncertainty, the relationship between experimental economics and behavioral economics.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Davranışsal Finans ; Ekrem Tufan; İmaj yayınevi
2	Introduction to Behavioral Economics Nick Wilkinson (2007)

Week	Weekly Detailed Course Contents	
1	Theoretical	Development and development of behavioral finance approach
2	Theoretical	Effective Market Hypothesis, Price Anomalies, Self Attribution Tendency And Excess Confidence
3	Theoretical	Trust Approach, Trust Approach and Benefit Relationship
4	Theoretical	Judicial Inaccuracies
5	Theoretical	Excessive Reaction and Inadequate Reaction Trends, Transactions with Investors in the Market
6	Theoretical	The Relationship Between Market Investors and Price Changes
7	Theoretical	Impact of Market Investors on General Economic Indicators
8	Intermediate Exam	Midterm exam
9	Theoretical	Bayesian Theory
10	Theoretical	Availability heuristic
11	Theoretical	Curse of knowledge
12	Theoretical	Small numbers rule
13	Theoretical	The decision-making under risk and uncertainty
14	Theoretical	The relationship between experimental economics and behavioral economics
15	Theoretical	Representativeness
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	3	5	3	24
Midterm Examination	1	12	1	13



Final Examination	1	16	1	17
Total Workload (Hours)				124
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to understand concept of behavioral economics
2	To be able to think with the concepts of behavioral economics and experimental economics
3	To be able to comprehend the relationship between economics and psychology disciplines.
4	Students will be able to explain the relationships between facts with an analytical structure.
5	Students will be able to learn the theoretical knowledge they learned in practice in practical life.

### Programme Outcomes (Economics and Finance Interdisciplinary Master)

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

### 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	3	4	4	3	4
P2	4	5	3	5	3
P3	3	4	5	4	5
P4	5	3	4	3	4
P5	5	5	3	5	3
P6	4	4	5	4	5
P7	3	5	4	3	4
P8	3	4	3	4	5
P9	3	3	4	5	4

