

International Winter School- Manipal University Jaipur [IWSMUJ]-2023



[Hybrid Mode]

Course/Project Overview

Name of Course/Project- Behavioral Biases and Decision Making

Name of instructor: Dr Ity Patni, Dr Somya
Choubey & Ms. Nishu Gupta
Session: Jan.-Feb. 2023
Language of instruction: English
Number of contact hours: 36
Credit awarded: 03

Objective of Course/Project

Behavioral biases distort the decision-making process. Individuals underlying thought process and imbibed emotions interfere in a situation and restricts in making rational choices. Understanding of these biases help individual in overcoming the effects and increase the outcome. The conscious and unconscious biases are required to be understood to make decisions in the interlinked areas of management.

Syllabus:

Introduction to psychology, Bounded Rationality-Meaning, Theory, and Importance in Decision Making. Understanding of Individual Behavior, Factors Affecting Individual Behavior. Cognitive Bias Affecting Decision Making. Emotional Biases Affecting Decision Making. Market Efficiency and Behavioral Finance. Fundamental and Technical Analysis. Neuroscience & Marketing, Biases and Human Resource

Organization of Course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs (self-study/project)
2nd week:	10 hrs (classes)	2 hrs (Mid-term exam/assessment/discussion)
3rd week:	10 hrs (classes)	2 hrs

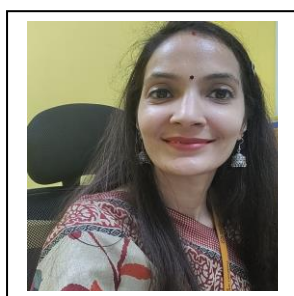
4 th week:	6 hrs (Classes)	2hrs (End term exam)
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Mode of lectures: Hybrid mode lecture/videos/case study/ discussion/ workshop/ hands-on

Course/Project Plan

Lecture no.	Topic	Lecture mode	Instructor
L: 1-6	Introduction to psychology, Bounded Rationality-Meaning, Theory, and Importance in Decision Making. Understanding of Individual Behavior, Factors Affecting Individual Behavior	Lecture/ Discussion	Dr. Somya Choubey
L: 7-12	Cognitive Bias Affecting Decision Making	Lecture/ Discussion	Dr Ity Patni
L: 13-18	Emotional Biases Affecting Decision Making	Lecture/ Discussion	Dr Ity Patni
L: 19-24	Market Efficiency and Behavioral Finance	Lecture/ Discussion	Ms. Nishu Gupta
L: 25-30	Fundamental and Technical Analysis	Lecture/ Discussion	Ms. Nishu Gupta
L: 31-36	Neuroscience & Marketing, Biases and Human Resource	Lecture/ Discussion	Dr Somya Choubey

Brief profile of the instructor



Dr. Ity Patni is working as an Associate Professor in the Department of Business Administration of Manipal University Jaipur having experience of more than 13 years in industry and academics. She has earned her Doctorate from University of Rajasthan and has authored many research papers in various National & International Journals. She is a life member of Indian Accounting Association, Indian Commerce Association & The Indian Econometric Society. Her area of interest is Behavioural Finance, Finance & Accounting.



Dr. Somya Choubey is working as an Assistant Professor-Selection Grade in the School of Business and Commerce in Manipal University Jaipur having experience of more than 10 years in teaching and corporate. He has earned his Doctorate from University of Rajasthan and has published many research papers and book chapter in the journals of repute and has reviewed books of International Publishing houses. His area of interest is Consumer Behaviour & other Behavioural Studies



Ms. Nishu Gupta is working as an Assistant Professor (Senior Scale) in the Department of Business Administration of Manipal University Jaipur having experience of more than 10 Years in the academics. She is pursuing her doctorate from Manipal University Jaipur in Finance and has authored many research papers in National and International Journals. She is a life member of Indian Accounting Association. Her area of Interest is finance and Accounting. She has obtained copyright on 'Digital Individual Audit Report Generator for NBFCs'.