

# Business Administration

Course Number:	<b>BUAD 361</b>
Course Title:	<b>Selected Topics Finance: Financial</b>
	<b>INTRODUCTION TO BEHAVIOURAL FINANCE</b>
Credits:	3
Calendar Description:	This course studies the behavioural influences on individuals who make decisions related to financial transactions, including private investing, capital budgeting and financial markets. In this course, you will acquire an appreciation of the decision-making biases, framing effects, heuristics, and information processing mistakes that impact financial decisions. Behavioural forces on decision making exemplify one of the most important boundaries to finance managers applying technical finance knowledge meaningfully. Subjects are explored and examined which address these issues.
Semester and Year:	<b>2024</b>
Prerequisite(s):	BUAD 350
Corequisite(s):	No

**Professors**

<i>Robert Ryan</i>	<i>K: C132</i>	<a href="mailto:rryan@okanagan.bc.ca">rryan@okanagan.bc.ca</a>
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**Learning Outcomes**

<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Critique the role of Biases and Heuristics in Financial Decisions.</li> <li>• Illustrate and differentiate amongst the key biases that lead people to make faulty financial judgements about risk.</li> <li>• Distinguish between the remedies appropriate to Behavioural biases</li> <li>• Evaluate methods to incorporate Behavioural Finance into decision making</li> <li>• Discern the differences between first and second-generation Behavioural Finance</li> </ul>
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**Course Objectives**

<p>This course will cover the following content:</p> <p>Please refer to the weekly Course Schedule</p>
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**Evaluation Procedure**

<b>Group work</b>		
Group Project	20%	
Total Group work		20%
<b>Individual work</b>		
Case	20%	
Class Participation	10%	
Papers	20%	
Final Exam	30%	
Total individual work		80%
Total		100%

within this course. The analysis will be supported by evidence, logic, and reasoning (e.g. research studies, concepts from class, etc.), as opposed to a mere summary of the reading.

### **Class Participation**

The subject lends itself to active learning and engagement allowing students an opportunity to express their gathering and discovering of new insights in a dynamic learning environment. Assessing the contributions to lessons will be accomplished by providing and explaining to the students a rubric at the start of the term with criteria such as “Active Listening”, “Prepared for Lesson” “Effective Communicator”. A middle of the term grade and an end of term grade will be provided to the students.

### **Papers**

Two papers (1500 word minimum) will be assigned during the term. The papers are meant to provide the student the opportunity to develop the ability to demonstrate their observations and insights related to the topic of Behavioural Finance

The papers can be any one of the following

- an application of course topics
- a written analysis of a course reading,
- an extension upon the ideas within a course reading,
- an application of the ideas identified in a journal that address a finance issue,

### **Notes**

All assignments are due as noted in the course timeline available on Moodle for this course.
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Final exams will only be rescheduled in accordance with College policy as set out in the Okanagan College Calendar; inconvenience to the student is not a valid reason for rescheduling an exam.
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### **Required Texts/Resources**

Readings to be assigned by prof each week.
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Course Schedule

Date	Topic	
2024		

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.”