



INVESTORS BEHAVIOUR IN FINANCIAL MARKETS  
Syllabus

**Basic information**

|  |  |  |                                   |
|--|--|--|-----------------------------------|
| <b>Field of study</b><br>Finance Electives                                 |  | <b>Didactic cycle</b><br>2024/25   |                                   |
| <b>Speciality</b><br>-   |  | <b>Subject code</b><br>EKODFIS.L10.1288.24   |                                   |
| <b>Organizational unit</b><br>School of Undergraduate and Graduate Studies |  | <b>Lecture languages</b><br>English  |                                   |
| <b>Study level</b><br>undergraduate studies                                |  | <b>Mandatory</b><br>Elective   |                                   |
| <b>Study form</b><br>full-time   |  | <b>Block</b><br>Free choice electives  |                                   |
| <b>Education profile</b><br>general academic/practical                     |  | <b>Department responsible for the subject</b><br>Department of Banking and Financial Markets |                                   |
|  |  | <b>Subject related to scientific research</b><br>No  |                                   |
|  |  | <b>Subject shaping practical skills</b><br>No  |                                   |
| <b>Coordinator</b>   | Bożena Frączek   |  |                                   |
| <b>Teacher</b>   | Bożena Frączek   |  |                                   |
| <b>Period</b><br>Semester 5  | <b>Form of teaching, number of hours and method of examination</b><br>• lecture: 15, Credit with grade |  | <b>Number of ECTS points</b><br>3 |

## Goals

| Code | Goal   |
|------|--|
| C1   | To familiarize students with behavioral theory and its genesis and evolution To familiarize students with the problem of the influence of the psyche on investment decisions making  |
| C2   | To familiarize students with the most common anomalies on the financial market (concept, characteristics, classifications). To familiarize students with the most common behavioral tendencies (concept, characteristics, classifications).  |
| C3   | To familiarize students with the principles of limiting the negative impact of psychological factors on investors decision making. Financial consumer behavior patterns and possibilities of changing them (e.g. on the example of savings). |

## Recommended requirements

n/a

## Subject's learning outcomes

| Code                       | Outcomes in terms of   | Major learning outcomes for the subject | Examination methods         |
|----------------------------|--|---|-----------------------------|
| <b>Knowledge:</b>          |  |   |                             |
| W1                         | The student knows and understands advanced phenomena in the psychology of financial markets (behavioral finance) and its relations with other theories | DFI.L_W01                               | Final test (written) - test |
| W2                         | The student knows and understands the importance of the determinants of investor irrational behavior in financial markets                              | DFI.L_W04                               | Final test (written) - test |
| <b>Skills:</b>             |  |   |                             |
| U1                         | The student is able to use the acquired knowledge to identify and analyze the impact of emotions on financial/investment decisions making.             | DFI.L_U01                               | Final test (written) - test |
| U2                         | The student can use English at B2 level in discussions on the topics regard behavioral finance.  | DFI.L_U05                               | Final test (written) - test |
| U3                         | The student is able to plan and organize his/her own work in preparing works that go beyond the scope of the material (additional material for test)   | DFI.L_U06                               | Final test (written) - test |
| <b>Social competences:</b> |  |   |                             |
| K1                         | The student is ready to critically evaluate his or her own knowledge, is aware of the shortcomings and the need for lifelong learning.                 | DFI.L_K01                               | Final test (written) - test |
| K2                         | The student is aware of the importance of knowledge and the possibility of using it in avoiding the negative effects of behavioral biases.             | DFI.L_K02                               | Final test (written) - test |

## Study content

| No. | Course content  | Subject's learning outcomes | Activities |
|-----|---|-----------------------------|------------|
| 1.  | The genesis and development of behavioral theory (psychology of financial markets) Rational and irrational investor behavior Behavioral theories of investing Reasons and motives for investment decisions making Cognitive and motivational behavioral biases Anomalies in financial markets | W1, W2, U1, U2, U3, K1, K2  | lecture    |

### Additional information

| Activities | Methods of conducting classes       |
|------------|-------------------------------------|
| lecture    | Lecture using multimedia techniques |

| Activities | Examination method          | Percentage |
|------------|-----------------------------|------------|
| lecture    | Final test (written) - test | 100%       |

| Activities | Credit conditions |
|------------|-------------------|
| lecture    | over 60% of test  |

### Literature

#### Obligatory

1. Forbes W.: Behavioural Finance. Wyd. Wiley, 2009.
2. Nofsinger J. R. : Psychology of Investing. Prentice Hall, 2010.
3. B. Frączek: Abuses based on the deficit of information in financial markets: the case of presenting the interest rate in basic financial offers (w:) International Journal of Monetary Economics and Finance 13 (5). s. 502-512.

#### Optional

1. Vijay Singal: Beyond the random walk, A Guide to Stock Market Anomalies and Low-Risk Investing. Wyd. Kindle Edition, 2003.
2. H. Kent Baker, John R. Nofsinger: Behavioural Finance. Wyd. Wiley, 2010.
3. G. William Schwert (2003) Anomalies and market efficiency [in:] Handbook of the Economics of Finance, Elsevier, Volume 1, Part B, 2003, pp. 939-974, [https://doi.org/10.1016/S1574-0102\(03\)01024-0](https://doi.org/10.1016/S1574-0102(03)01024-0)

### Calculation of ECTS points

| Activity form             | Activity hours*    |
|---------------------------|--------------------|
| lecture                   | 15                 |
| Literature study          | 40                 |
| Analysis of lecture notes | 35                 |
| <b>Student workload</b>   | <b>Hours</b><br>90 |

|                              |                  |
|------------------------------|------------------|
| <b>Number of ECTS points</b> | <b>ECTS</b><br>3 |
|------------------------------|------------------|

\* hour means 45 minutes

## Major learning outcomes for the subject

| Code      | Content  |
|-----------|--|
| DFI.L_K01 | Jest gotów do krytycznej oceny własnej wiedzy oraz odbieranych treści z zakresu finansów i rachunkowości.  |
| DFI.L_K02 | Jest gotów do uznawania znaczenia wiedzy w rozwiązywaniu problemów teoretycznych i praktycznych w obszarze finansów i rachunkowości, zasięgając opinii ekspertów w razie trudności z samodzielnym ich rozwiązaniem.  |
| DFI.L_U01 | Potrafi wykorzystać nabytą wiedzę do identyfikacji, analizy i syntezy zjawisk oraz procesów gospodarczych, finansowych, prawnych i społecznych, w tym także w systemie rachunkowości, jak również potrafi formułować i rozwiązywać problemy w obszarze finansów i rachunkowości, także w warunkach nie w pełni przewidywalnych.  |
| DFI.L_U05 | Potrafi posługiwać się językiem obcym na poziomie B2 Europejskiego Systemu Opisu Kształcenia Językowego.   |
| DFI.L_U06 | Potrafi planować i organizować pracę własną i zespołową oraz współpracować z innymi osobami, także w ramach problemów interdyscyplinarnych.  |
| DFI.L_W01 | Zna i rozumie w zaawansowanym stopniu wybrane zjawiska oraz procesy, jak również teorie pozwalające wyjaśniać zależności między nimi, stanowiące wiedzę ogólną z zakresu dyscypliny ekonomia i finanse, ze szczególnym uwzględnieniem finansów i rachunkowości, a także zna i rozumie wybrane zagadnienia z zakresu dyscyplin uzupełniających: nauk prawnych, matematyki, informatyki oraz nauk o zarządzaniu i jakości. |
| DFI.L_W04 | Zna i rozumie podstawowe ekonomiczne, finansowe, prawne, etyczne uwarunkowania działalności podmiotów sfery niefinansowej i finansowej.  |