



**Dayananda Sagar College of Arts, Science & Commerce**

**MBA-BU Department**

**Shavige Malleshwara Hills, Kumaraswamy layout**

**Bangalore – 560 111**

**CIRCULAR**

Date: 22/10/2018

All the Finance students of the batch 2017-2019 of MBA-BU are required to attend the 30 hours Add on certification course on “Behavioural Finance” from 06.11.2018 to 08.12.2018 on the scheduled dates. The time table for the Add on certification course is attached along with the circular. All the participating students kindly make a note of the dates and attend the certification course accordingly. No absenteeism will be permitted on the said dates.

All the participating students will be receiving an e-certificate for the same. Please note that there is no fees for attending this certification course. Hence all the Finance students are expected to make the best use of this opportunity.

*V. Subalish*

**Director/ Principal**

**DIRECTOR**

Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleshwara Hills  
Kumaraswamy Layout  
BANGALORE - 560 072.

**Dayananda Sagar College of Arts, Science & Commerce**

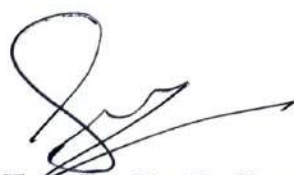
**Department of MBA – BU**

**Add on Certification program on Behavioural Finance**

**Batch 2017-2019**

**Time Table**

<b>Date</b>	<b>Day</b>	<b>Hours</b>
6/11/2018	Tuesday	2.00 PM – 4.00 PM
8/11/2018	Thursday	2.00 PM – 4.00 PM
10/11/2018	Saturday	1.00 PM – 3.00 PM
13/11/2018	Tuesday	2.00 PM – 4.00 PM
15/11/2018	Thursday	2.00 PM – 4.00 PM
17/11/2018	Saturday	1.00 PM – 3.00 PM
20/11/2018	Tuesday	2.00 PM – 4.00 PM
22/11/2018	Thursday	2.00 PM – 4.00 PM
24/11/2018	Saturday	1.00 PM – 3.00 PM
27/11/2018	Tuesday	2.00 PM – 4.00 PM
29/11/2018	Thursday	2.00 PM – 4.00 PM
1/12/2018	Saturday	1.00 PM – 3.00 PM
4/12/2018	Tuesday	2.00 PM – 4.00 PM
6/12/2018	Thursday	2.00 PM – 4.00 PM
8/12/2018	Saturday	1.00 PM – 3.00 PM



**Faculty Co-Ordinator**



**Director**

**DIRECTOR**

Dayananda Sagar College  
of Arts, Science & Commerce  
Shayaga Hallenahalli Hills  
Kumaraswamy Layout  
BANGALORE - 560 079



# Dayananda Sagar College of Arts, Science & Commerce

## MBA-BU Department

Shavige Malleshwara Hills, Kumaraswamy layout

Bangalore – 560 111

### Add on Certification program on Behavioural Finance – Topics Covered

**Course Date: 6<sup>th</sup> November 2018 to 8<sup>th</sup> December 2018**

This course is designed to provide a forum & create awareness about an emerging area in the world of finance and also intends to complement other finance courses that are mainly based on the traditional paradigm which assumes that investors and managers are generally rational. It also provides an overview of an exciting new and fast-growing area in the field of management, which takes as its premise that investment decision-making and investor behaviour are not necessarily driven by 'rational' considerations but by aspects of personal and market psychology. Behavioural finance recognizes that our abilities to make complex decisions are limited due to the biases and errors of judgment to which all of us are prone. This course will introduce you to cognitive biases, emotional biases & heuristics and discuss the impact of such biases on business & financial decision-making.

#### Learning Objectives:

- First, we aim to examine how the insights of behavioural finance theories shed light on the behaviour of individual investors and finance professionals in investment decision-making and corporate financial decision-making.
- Second, we explore the possibility of improving investment performance and corporate performance by recognizing the cognitive biases and applying appropriate 'de-biasing' techniques.
- Finally, we investigate the implications of behavioural finance for the construction of good corporate governance mechanisms.

#### **Module 1: An Introduction to Behavioural Finance** **6 Hours**

Behavioural Finance: An Overview , Nature, Scope, Significance, Theoretical framework of BF, Details of Project

#### **Module 2: Dimensions of Behavioural Finance** **10 Hours**

Characteristics of Behavioural Finance & Different Biases, Prospect Theory, Framing, Mental accounting, Loss Aversion, Influence of behavioural biases on investment decision making in Bhubaneswar region- Article

#### **Module 3: Implications of Dimensions of Behavioural Finance** **8 Hours**

Implication of Dimensions, Rational Managers Vs Irrational Investors, Efficient market hypothesis & alternate market hypothesis, Expected Utility Theory, Calculation based on probability approach

#### **Module 4: Behavioural Corporate Finance** **6 Hours**

Behavioral Corporate Finance, Rational Managers & Irrational Investors, Valuation, Capital Budgeting & Investment Decisions, Dividend Policy Decisions

# DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

## Internal Quality Assurance Cell (IQAC)

Department of Management Studies (MBA-BU)

### Add on Certification Course on Behavioural Finance

Department: MBA-BU

Date: 13-12-2018

Sl. No.	Particulars	Event related details			
1.	Event	Add on Certification Course			
2.	Title of the Event	Add on Certification Course on Behavioural Finance			
3.	Date	6/11/2018 to 8/12/2018			
4.	Time	Tuesday – 2.00 PM – 4.00 PM Thursday – 2.00 PM – 4.00 PM Saturday - 1.00 PM – 3.00 PM			
5.	Venue	MBA Classroom 503 (Building No 13, 5 <sup>th</sup> Floor)			
6.	Resource Person 1 Details** (Profile to be enclosed)	Prof. Subramanya K C Assistant Professor, Department of MBA – VTU, Global Academy of Technology Email: <a href="mailto:subramanyakc@gmail.com">subramanyakc@gmail.com</a> Phone No: 9980058340			
7.	Topics Covered	<ul style="list-style-type: none"><li>• Introduction to Behavioural Finance</li><li>• Dimentionms of Behavioural Finance</li><li>• Corporate Finance</li></ul>			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants(Enclose a copy of names with signatures)	Internal:	NA	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	40	External:	NA

Sl. No.	Particulars	Event related details
12.	Faculty Coordinator/s	Prof. Sarah Merlyn Assistant Professor, MBA-BU
13.	Student Coordinator/s	NA
14.	Total Expenditure (Details to be enclosed)	NA
15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Enclose a copy)	NA
17.	Report uploaded on college website? If yes, give details:	
18.	Report sent to media? If yes, give details:	NO
19.	Report uploaded in Social Media? If yes, give details:	NA
20.	Certificates Printed? (Enclose a copy***)	NO
21.	Feedback Collected? (Enclose a copy***)	NO
22.	Summary of the Event (Minimum 100 words)	Behavioral finance helps us understand how financial decisions around things like investments, payments, risk, and personal debt, are greatly influenced by human emotion, biases, and cognitive limitations of the mind in processing and responding to information. Behavioural Finance knowledge are very essential for all professionals and lot more important for Finance specialization of MBA graduates. This add on certification program provided students, with the required exposure to Behavioural Finance along with dim,entions, corporate finance. The course was scheduled for 30 hours three days a week. It commenced on 6 <sup>th</sup> November 2018 and concluded on 8 <sup>th</sup> December 2018.
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos	Enclosed

Sl. No.	Particulars	Event related details
	with title and explanation. The jpg files need to be attached)	

**Notes:**

\* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

\*\* Name / Organization / Designation / Area of Expertise

\*\*\* Format Copy need to be attached and hard copy need to be filed


PS: Whichever column is not applicable, write as NA.




Event Coordinator



HOD/Director



IQAC



Principal

## Photos of the Event



Figure 1 – During the session





24	17CQCMD087	Navya Shree K	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
25	17CQCMD089	Neha Chanchal	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
26	17CQCMD091	Nikita	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
27	17CQCMD094	Pallavi S Shetty	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
28	17CQCMD098	Pooja Ns	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
29	17CQCMD100	Praful G Kalghatgi	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
30	17CQCMD105	Rabi Kumar	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
31	17CQCMD108	Raghavendra Br	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
32	17CQCMD111	Rakesh Sd	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
33	17CQCMD114	Rashitha R Gowda	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
34	17CQCMD116	Reghawan Rajkhowa	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
35	17CQCMD122	Indraja S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
36	17CQCMD127	Sanjay Mr	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
37	17CQCMD129	Sathvik M L	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
38	17CQCMD132	Shanmugananda U	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
39	17CQCMD134	Sharath C	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
40	17CQCMD139	Shradha Ingin	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

Director

**DIRECTOR**

Uyyananda Nagar College  
of Arts, Science & Commerce  
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Bangalore - 560111**

**Internal Quality Assurance Cell - IQAC**

**CERTIFICATE  
OF COURSE COMPLETION  
IS PRESENTED TO**

**Sharath C**

for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019

**Prof. Subramanya K C**  
Resource Person

**Dr. B R Venkatesh**  
Director



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**CERTIFICATE  
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**Indraja S**

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Resource Person

**Dr. B R Venkatesh**  
Director



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**CERTIFICATE  
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**Rakesh S D**

for successfully completing the  
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Resource Person

**Dr. B R Venkatesh**  
Director



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**Pooja N S**

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Resource Person

**Dr. B R Venkatesh**  
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**CERTIFICATE  
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IS PRESENTED TO**

**Nikita**

for successfully completing the  
Course on Behavioural Finance  
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**Prof. Subramanya K C**  
Resource Person

**Dr. B R Venkatesh**  
Director



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**CERTIFICATE  
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IS PRESENTED TO**

**Navya Shree K**

for successfully completing the  
Course on Behavioural Finance  
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Resource Person

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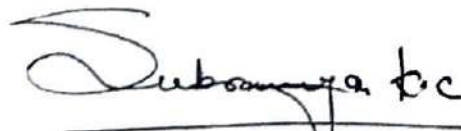
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**Nagabushana N S**

**for successfully completing the  
Course on Behavioural Finance  
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**Prof. Subramanya K C**  
Resource Person



**Dr. B R Venkatesh**  
Director





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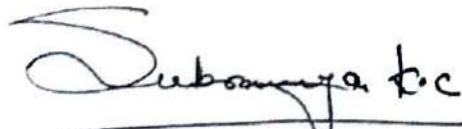
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IS PRESENTED TO**

**Diwakar S S**

---

**for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019**



**Prof. Subramanya K C**  
Resource Person



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Director



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**CERTIFICATE  
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**Monish C S**

for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019

**Prof. Subramanya K C**  
Resource Person

**Dr. B R Venkatesh**  
Director



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**CERTIFICATE  
OF COURSE COMPLETION  
IS PRESENTED TO**

**Kavya B**

for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019

**Prof. Subramanya K C**  
Resource Person

**Dr. B R Venkatesh**  
Director



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**CERTIFICATE  
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IS PRESENTED TO**

**Chethan B S**

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**for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019**

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Resource Person

**Dr. B R Venkatesh**  
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**Bharath Inani**

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Resource Person

**Dr. B R Venkatesh**  
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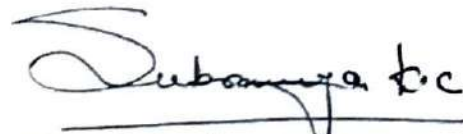
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**Bharath Inani**

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Resource Person



**Dr. B R Venkatesh**  
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**Arathi H**

for successfully completing the  
Course on Behavioural Finance  
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**Prof. Subramanya K C**  
Resource Person

**Dr. B R Venkatesh**  
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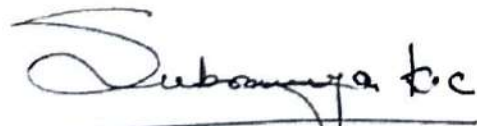
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**CERTIFICATE  
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IS PRESENTED TO**

**Akash R Katta**

for successfully completing the  
Course on Behavioural Finance  
from 6th November 2019 to 8th December 2019



**Prof. Subramanya K C**  
Resource Person



**Dr. B R Venkatesh**  
Director