



Course and Examination Fact Sheet: Autumn Semester 2020

9,176: Behavioral Finance

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Decentral - Group examination paper (all given the same grades) (50%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[9,176,1.00 Behavioral Finance](#) -- Englisch -- [Brown Martin](#)

Course information

Course prerequisites

Familiarity with the content of the following courses is helpful (but not mandatory):

7,150 Financial Markets

7,155 Financial Institutions

Learning objectives

Students can explain key behavioral drivers of financial decision making and how these impact on consumer and investor choice as well as the outcome of asset markets.

Course content

- 1) Behavioral mechanisms in economic decision making
- 2) Impact of behavioral mechanisms on financial decision making of consumers and investors
- 3) Impact of behavioral financial decision making on asset markets

Course structure

The course consists of 6 modules. Each module consists of 3 elements

- Preparation (Self-study of textbook chapters, Self-study of recorded slidecasts)
- Live classes (Classroom experiments, Research paper discussions): On-campus / Zoom class of 60 minutes per module in groups of roughly 20 students.
- Postprocessing (self-study of research papers)

Course literature

Textbook:



Behavioral Finance - Psychology, Decision-Making, and Markets. L.F. Ackert & R. Deaves. South-Western, Cengage Learning. 2010

Extended background reading:

John Beshears, James J. Choi, David Laibson, and Brigitte C. Madrian (2018). Behavioral Household Finance. NBER Working Paper No. 24854.

Handbook of the Economics of Finance, edited by G.M. Constantinides, M. Harris, and R.M. Stulz (accessible from www.sciencedirect.com via the University of St. Gallen network):

- Volume 1 (2003), Chapter 18: Barberis, N., and R. Thaler: A survey of behavioral finance
- Volume 2 (2013), Chapter 21: Guiso, L. and P. Sodini: Household finance - An emerging field
- Volume 2 (2013), Chapter 22: Barber, B.M. and T. Odean: Behavior of individual investors

Additional literature, will be assigned during the lectures.

The literature will be published on the StudyNet.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS2020, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom;
- The recordings of the course will not be saved;
- The lecturer informs via StudyNet on the changed implementation modalities of the course;

The examination information listed below would be changed as follows:

- There are no changes necessary to the examination information.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Remark

Problem set

Examination-aid rule

Term papers

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.

The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B.,



Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C., Lern- und Arbeitsstrategien, newest edition respectively).

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Group examination paper (all given the same grades) (50%)

Examination time: term time

Remark

Research Design Paper

Examination-aid rule

Term papers

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.

The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

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Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Individual term paper (50% of grade): Home assignment with analytical problems related to each module. Assignment to be



submitted by the end of the mid-term break.

Group term paper: Short paper (max 10 pages) presenting a research design for a question on behavioral finance. To be completed in groups of 2-3 students. To be submitted prior to the christmas break.

Examination relevant literature

relevant literature for term papers will be posted on studynet

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 20 August 2020);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 44 (Thursday, 29 October 2020).