MAWA EVENTS

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PRINCIPLES OF BEHAVIOURAL FINANCE AND DECISION-MAKING

“Understand Investor Psychology to Make Smarter, Bias-Free Financial Decisions”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

Behavioral finance bridges the gap between psychology and financial decision-making. This 5-day course explores the cognitive and emotional biases that affect how individuals and institutions make financial choices. Through real-world case studies, practical assessments, and simulation exercises, participants will learn to identify common decision-making errors and apply behavioral insights to improve investment strategies, risk assessment, and advisory processes.

Participants will walk away with powerful tools to decode irrational market behavior, manage client expectations, and enhance performance in unpredictable financial environments.

Objectives

By the end of this course, participants will be able to:

- Understand the key psychological principles influencing investor behavior
- Recognize cognitive biases and emotional factors in financial decision-making
- Apply behavioral finance frameworks to investment management and advisory
- Incorporate behavioral insights into risk management and portfolio construction
- Develop strategies to overcome bias in individual and institutional contexts

Why Attend

- Learn how investor psychology shapes market trends and anomalies
- Enhance your decision-making by identifying and mitigating personal biases
- Build trust and improve outcomes in client advisory and wealth management
- Incorporate behavioral tools into portfolio design and risk communication
- Gain a competitive edge by understanding the “why” behind market behavior

Target Audience

This course is ideal for:

- Financial Advisors and Wealth Managers
- Investment Professionals and Portfolio Managers
- Risk and Compliance Officers
- Traders and Research Analysts
- Policymakers, Academics, and Economists

Individual Benefits

- Sharpen decision-making and investment judgment
- Reduce financial errors caused by overconfidence, loss aversion, and herd behavior
- Improve client communication and behavioral coaching
- Elevate career growth through deeper financial insight

Organizational Benefits

- More rational and consistent financial decision-making across teams
- Enhanced advisory services with behaviorally informed strategies
- Improved portfolio performance through bias mitigation
- Increased trust and loyalty from clients

Instructional Methodology

- Case-based discussions and video analysis
- Behavioral simulations and experiments
- Cognitive bias assessments and self-evaluation
- Practical application workshops and group activities
- Real-time market scenario interpretation using behavioral tools

Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Behavioral Finance

- Module 1 (07:30 – 09:30): Traditional vs Behavioral Finance – Key Differences
- Module 2 (09:45 – 11:15): Heuristics and Biases – Anchoring, Overconfidence, Framing
- Module 3 (11:30 – 01:00): Prospect Theory and Loss Aversion in Real Life

Day 2: Investor Behavior and Market Dynamics

- Module 4 (07:30 – 09:30): Behavioral Explanations for Market Anomalies (Bubbles, Crashes)
- Module 5 (09:45 – 11:15): Herding Behavior, Mental Accounting & Representativeness
- Module 6 (11:30 – 01:00): Role of Emotions in Financial Decision-Making

Day 3: Applications to Investment Strategy

- Module 7 (07:30 – 09:30): Behavioral Portfolio Theory and Asset Allocation
- Module 8 (09:45 – 11:15): Improving Investment Decisions Using Debiasing Techniques
- Module 9 (11:30 – 01:00): Real-World Case Studies: Behavioral Traps in Investing

Day 4: Behavioral Risk & Advisory Excellence

- Module 10 (07:30 – 09:30): Behavioral Risk in Financial Institutions
- Module 11 (09:45 – 11:15): Client Psychology: Coaching, Communication, and Trust
- Module 12 (11:30 – 01:00): Behavioral Finance in ESG and Sustainable Investing

Day 5: Integrated Practice and Final Simulation

- Module 13 (07:30 – 09:30): Behavioral Decision-Making Under Pressure
- Module 14 (09:45 – 11:15): Behavioral Trading Simulation and Feedback
- Module 15 (11:30 – 01:00): Final Review, Action Planning, and Certification Ceremony

Certification

Upon completion, participants will receive a Certificate in Behavioral Finance & Decision-Making, acknowledging their mastery of key behavioral concepts and their application in financial environments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**