MAWA EVENTS

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BEHAVIOURAL FINANCE

"Understand the Psychology of Financial Decision-Making to Improve Investment and Risk Strategies"

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 08 May 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Behavioural Finance explores the intersection between psychology and financial decision-making. Traditional finance assumes rational actors, but real-world decisions are often influenced by biases, emotions, and social factors. These behavioral tendencies can lead to market anomalies, investment mistakes, and suboptimal risk assessments.

This intensive 5-day course delves into how psychological factors impact individual and institutional financial behavior. Through interactive lectures, real-world examples, and hands-on workshops, participants will gain powerful tools to recognize behavioral biases, improve decision-making, and design better investment and risk management strategies.

Objectives

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

- Understand key concepts and principles of behavioural finance
- Identify common cognitive biases affecting financial decisions
- Analyze the impact of heuristics on risk-taking and investment behavior
- Apply behavioural insights to financial planning, investing, and portfolio management
- Improve forecasting, budgeting, and decision-making through behavioral awareness

Why Attend

- Enhance your understanding of investor psychology
- Learn how biases influence markets, risk assessments, and corporate finance
- Improve advisory services, asset allocation, and investment strategies
- Gain tools to mitigate decision-making errors in financial environments
- Apply behavioural models to real-world financial challenges

Target Audience

This program is designed for:

- Financial analysts and investment professionals
- Bankers and portfolio managers
- CFOs, finance managers, and corporate planners
- Risk managers and compliance officers
- Financial advisors and consultants

Individual Benefits

Key competencies that will be developed include:

- Recognition and mitigation of personal and client financial biases
- Deeper insight into irrational market behavior and investor sentiment
- Improved communication and client advising techniques
- Enhanced critical thinking in high-stakes financial decisions

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective investment and financial planning strategies
- Increased accuracy in market forecasting and risk evaluation
- Enhanced team performance in budgeting and capital allocation
- Better alignment of financial decisions with organizational goals

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Exploration of behavioral finance theories and empirical findings
- Case Studies – Real-world examples of behavioral traps and market reactions
- Workshops – Activities to identify and counteract biases in decision-making
- Peer Exchange – Discussions on investment behavior and organizational practices
- Tools – Frameworks for applying behavioral insights to financial models

Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Behavioural Finance

- Module 1: Foundations of Behavioural Finance (07:30 – 09:30)
- Traditional vs. behavioural finance theories
- Key players and history of the discipline
- Module 2: Cognitive Biases in Financial Decision-Making (09:45 – 11:15)
- Confirmation bias, overconfidence, anchoring
- Real-life implications in financial scenarios
- Module 3: Investor Psychology and Emotions (11:30 – 01:00)
- Loss aversion, fear, and greed in market behavior
- Module 4: Workshop – Identifying Personal Biases (02:00 – 03:30)

Day 2: Heuristics and Risk Behaviour

- Module 5: Heuristics and Mental Shortcuts (07:30 – 09:30)
- Representativeness, availability, and adjustment heuristics
- Module 6: Risk Perception and Behaviour (09:45 – 11:15)
- How people perceive and respond to financial risk
- Module 7: Behavioral Risk Management (11:30 – 01:00)
- Linking risk decisions to organizational outcomes
- Module 8: Case Study – Investment Bubbles and Behavioral Pitfalls (02:00 – 03:30)

Day 3: Behavioral Investing and Portfolio Management

- Module 9: Behavioural Asset Pricing (07:30 – 09:30)
- Sentiment and irrational pricing in financial markets
- Module 10: Investor Profiles and Market Anomalies (09:45 – 11:15)
- Categorizing investors by behavioral patterns
- Module 11: Portfolio Construction with Behavioral Insights (11:30 – 01:00)
- Bias-aware portfolio management
- Module 12: Workshop – Simulating Investor Behavior (02:00 – 03:30)

Day 4: Organizational Finance and Biases

- Module 13: Behavioural Corporate Finance (07:30 – 09:30)
- Biases in budgeting, forecasting, and capital decisions
- Module 14: Managerial Biases in Strategic Finance (09:45 – 11:15)
- Herding, status quo bias, and escalation of commitment
- Module 15: Case Study – Behavioral Audit of Financial Decisions (11:30 – 01:00)
- Module 16: Tools – Behavioural Checklists and Decision Aids (02:00 – 03:30)

Day 5: Nudging, Ethics, and Final Review

- Module 17: Behavioural Nudges in Finance (07:30 – 09:30)
- Applying choice architecture in financial services
- Module 18: Ethics and Governance in Behavioural Finance (09:45 – 11:15)
- Balancing influence and autonomy
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Module 19: Final Presentations – Behavioral Finance in Action (11:30 – 01:00)

- Module 20: Wrap-Up and Feedback (02:00 – 03:30)

Certification

Participants will receive a Certificate of Completion in Behavioural Finance, recognizing their expertise in applying behavioral insights to investment, risk management, and financial strategy.

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	TEL:	EMAIL:
Interested in running this course for your team? Please contact us:	**+601116373203**	**info@mawaevents.net**