As per the recommendation of the Subject Expert Group for the Management Studies Behavioural Finance having code MNG 404I is included as an Open Elective Paper in the 4th Semester of 2 year MBA Programme for admission Batch 2015-16. The detail is as follows:

**MNG 404 I**

**BEHAVIOURAL FINANCE**

**Module-I:** Risk and Return of single asset and n-asset portfolio. Markowitz Model, EMH, Technical analysis, CAPM, Portfolio evaluation and revision

**Module-II:** Nature, Scope and Significance Behavioural Finance, Market Strategies, Building Blocks.

**Module-III:** Rationality in investment decision, Ellsberg’s paradoxes, Investors sentiments and Bubble creation.

**Module-IV:** External Factors and investors behavior, Fear and Greed in Financial Market, emotions and financial markets, statistical methodology for capturing the effects of external influence onto stock market returns. Behavioral Corporate Finance.

**Books:**

2. Value investing and behavioral Finance, Parag Parikh, TMH
3. Understanding Behavioural Finance, Cengage