



## International School of Business & Media, Pune

Corporate Training Division



“Most people get interested in stocks when everyone else is. The time to get interested is when no one else is. You can’t buy what is popular and do well.” ~**Warren Buffett**

### Management Development Program On Behavioral Finance & Investment Decisions

March 4-5, 2016

# International School of Business & Media, Pune

## Management Development Program on

### *BEHAVIORAL FINANCE AND INVESTMENT DECISIONS*



ISB&M Group

Founded in 2000, ISB&M has grown rapidly and has campuses in Pune, Kolkata, Gurgaon and Bangalore. Over 7000 alumni are performing exceedingly well in different parts of the country and abroad in leadership positions. ISB&M alumni share 70% of the world's top 20 most sought after employers by world's best MBAs. We continuously strive to create world class learning environment in order to promote great career



**Dr. Pramod Kumar**  
**Founder & President**  
**ISB&M Group**

Ph.D. (Organizational Behaviour), IIT Bombay, Formerly with IIM Ahmedabad; Professor at XLRI Jamshedpur, Ex-Director, Symbiosis Institute of Business Management, Pune; Consultant to over 80 companies worldwide. Author of over 100 research papers, cases and management games. Research quoted internationally in textbooks and journals. Served on Government of India Committees on Management Education.

#### **Overview**

This program presents the field of Behavioral Finance which looks at financial decision making behavior from a psychology perspective. The insights from this course would enable a better understanding of what investors actually do in the real circumstances. The program would also give insights as to how the financial market responds to the tendencies of the investors. The program would present the tools and applications of behavioral finance, which would enable a better development of asset allocation strategies for the clients and furthering the understanding of investor behavior.

#### **The Programme will help you**

**The programme has been designed to provide an opportunity to:** appreciate the limitations of rational models of investment decision making identify the systematic behavioral factors that influence investment behavior understands how the behavioral factors influence the financial markets and the corporate world.

#### **Program Coverage**

- **Behavioural Tendencies & Financial Decision Making**
- **The Psychology of Cognitive Biases, Heuristics, and Beliefs**
- **Evidence for biases in wholesale and retail investors**
- **"Irrational" behaviours: why they occur, and why they're hard to eradicate.**
- **The good side of "irrational" behaviours**
- **Psychological biases: how to identify them, and what to do about them**
- **Client portfolios: how to meet clients' wants and needs.**

#### **Payback**

After completion of the course participants will be able to:

- Identify the influence of cognitive biases etc on your organization's processes and those of your clients.
- how to mitigate their negative effects on your portfolios,
- see how biases and heuristics can seriously distort market prices even in the presence of arbitrageurs
- how to utilize insights from behavioral finance to construct more acceptable and more productive portfolios for your clients
- how to better sell these portfolios to clients &
- How to obtain better client satisfaction.



**Dr. Abhilasha Srivastava**

Ph.D. (Finance), P.G.D.M. (Finance & IT), M.A. (Economics), B Tech (Computer Science) Professor at ISB&M, Pune. Also worked as Consultant with Dabur India Ltd. & HDFC Bank.

Author of 2 international and 4 national research paper and also contributed in 3 books. Presented 10 papers in international & national seminar. Her area of interest includes Security Analysis & Portfolio Management, Risk Management, Derivatives and Behavioral Finance.



**Prof. S. Jayaraman**

**Qualification:** PGDBM, IIM Calcutta, Pursuing Ph.D. in the area of talent management

**Experience:** Former Group Head (HR, Admin & Quality), IRIS Ltd.; Former Dy. Div. Manager, TATA Metaliks Ltd.

Has presented papers in prestigious conferences in India and abroad. His research interests include talent management, performance management, Organization development and training & development.

**Methodology**

- Management games and simulation
- Small group discussion and sharing experiences
- Sharing of Indian research findings.
- Role plays and structured feedback.
- Working on case studies.

**Recommended Participants Profile**

Middle level and senior decision makers in the investment & investment advisory community, Portfolio and fund managers, Insurance executives, Financial advisory service providers, Senior executives of companies, High net worth individuals, CAs & other wealth management professional.

**Duration, Date and Venue of the Program**

**2 day, March 4-5, 2016**

at **ISB&M, Nande Camus**, Pashan Sus Road, Pune - 412115

**Professional Fee**

- Rs.15,000 (Rupees fifteen thousand only) per participant (**Non-residential**).
- Rs. 20,000 (Rupees twenty thousand only) per participant (**Residential-Budget cost**)
- Rs. 25,000(Rupees twenty-five thousand only) per participant (**Residential-Luxury 3/ 4 star**)
- Service Tax is to be borne by the client.

**Registration**

For participation the duly filled registration form along with Cheque/Demand to be Draft drawn in favour of “**International School of Business & Media Training Pvt. Ltd.**” to reach to the programme director by March 1, 2016. Payment can also be made by on line transfer, for online transfer contact:

**Manju: 02066754642/ 9850402704**

**Last Date for Withdrawal**

No refund will be made for withdrawal after March 2, 2016.



**ISB&M, Pune**

*The campus offers an impeccable lush green environment in the backdrop of hill, away from the urban crowd, ideally conducive for academic learning. The abundant greenery is quiet mystique and serene. ISB&M offers 2-year full-time Postgraduate Diploma in Management (PGDM). We promote a culture of liberty, openness, friendship, energy, enthusiasm and a new life-style. It fosters creativity and imagination to stimulate professional superiority and proficiency. The institute is equipped with state-of-the-art facilities for academics, sports and recreation. We maintain a high standard of education and the programmes are supported by highly-qualified faculty. ISB&M has strong interface with industry.*



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## Nomination Form

MDP Programme: **Behavioral Finance & Investment Decision**

Date: **March 4-5, 2016**

### Participant's Particulars

Name: _____	Date of Birth _____
Designation: _____	
Education: _____	
Work Experience: _____	
Organization: _____	
Address: _____	
Phone (Off): _____ (Mobile) _____ (Alternate No) _____	
Email: _____	
Any other information you wish to share with us: _____	
_____	

### Payment Details\*

Professional Fee: Rs. Service Tax(14%): Rs.	Payment Details (DD/Cheque/Bank transfer)
Instrument No:	Date of Instrument:
Name of the Bank:	
Online Transfer Details:	

**\*Note:** Please enter amount as per choice of residential/ non residential

Authorization (Self/Company)

Signature (with Seal)

Date: