




Business Administration

Course Number:	BUAD 361
Course Title:	Selected Topics Finance: Financial
	INTRODUCTION TO BEHAVIOURAL FINANCE
Credits:	3
Calendar Description:	This course studies the behavioural influences on individuals who make decisions related to financial transactions, including private investing, capital budgeting and financial markets. In this course, you will acquire an appreciation of the decision-making biases, framing effects, heuristics, and information processing mistakes that impact financial decisions. Behavioural forces on decision making exemplify one of the most important boundaries to finance managers applying technical finance knowledge meaningfully. Subjects are explored and examined which address these issues.
Semester and Year:	2024
Prerequisite(s):	BUAD 350
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	No
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	December 2022
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone	Office	Email
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Learning Outcomes

<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Critique the role of Biases and Heuristics in Financial Decisions. • Illustrate and differentiate amongst the key biases that lead people to make faulty financial judgements about risk. • Distinguish between the remedies appropriate to Behavioural biases • Evaluate methods to incorporate Behavioural Finance into decision making • Discern the differences between first and second-generation Behavioural Finance

Course Objectives

<p>This course will cover the following content: Please refer to the weekly Course Schedule</p>

Evaluation Procedure

Group work		
Group Project	20%	
Total Group work		20%
Individual work		
Case	20%	
Class Participation	10%	
Papers	20%	
Final Exam	30%	
Total individual work		80%
Total		100%

Group project

The group project is to be done in groups of 3 to 4. The goal is to give students an opportunity to explore and engage with the practical applications of Behavioural finance concepts. Groups will be able to produce together a choice of one of the following: an infographic, a video presentation, or an in-person presentation.

Case Assignment

A case will be studied which addresses a current issue within Behavioural Finance. You will prepare a case analysis in writing which is an expression of your application of the learnings

within this course. The analysis will be supported by evidence, logic, and reasoning (e.g. research studies, concepts from class, etc.), as opposed to a mere summary of the reading.

Class Participation

The subject lends itself to active learning and engagement allowing students an opportunity to express their gathering and discovering of new insights in a dynamic learning environment. Assessing the contributions to lessons will be accomplished by providing and explaining to the students a rubric at the start of the term with criteria such as “Active Listening”, “Prepared for Lesson” “Effective Communicator”. A middle of the term grade and an end of term grade will be provided to the students.

Papers

Two papers (1500 word minimum) will be assigned during the term. The papers are meant to provide the student the opportunity to develop the ability to demonstrate their observations and insights related to the topic of Behavioural Finance

The papers can be any one of the following

- an application of course topics
- a written analysis of a course reading,
- an extension upon the ideas within a course reading,
- an application of the ideas identified in a journal that address a finance issue,

Notes

All assignments are due as noted in the course timeline available on Moodle for this course.
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Final exams will only be rescheduled in accordance with College policy as set out in the Okanagan College Calendar; inconvenience to the student is not a valid reason for rescheduling an exam.
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Required Texts/Resources

Readings to be assigned by prof each week.
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Course Schedule

Date		Topic	Textbook
2024 Week of		<ul style="list-style-type: none"> Monday January 8th, First day of class Monday February 19th, Statutory Holiday (no classes) February 20th thru 23rd, Reading Week Friday March 29th and Monday April 1st, Statutory Holiday (no classes) 	
1	Jan 8 -13	BEHAVIOURAL FINANCE (BF) FOUNDATIONS AND PERPECTIVES - INTRODUCTION	ASSIGNED READINGS
2	Jan 14 - 20	BF FOUNDATIONS AND PERPECTIVES - BEHAVIOURAL VS TRADITIONAL	ASSIGNED READINGS
3	Jan 21 - 27	BF FOUNDATIONS AND PERPECTIVES - 1 ST AND 2 ND GENERATION BF	ASSIGNED READINGS
4	Jan 28 - Feb 3	BF FOUNDATIONS AND PERPECTIVES - MARKET BEHAVIOURS AND PORTFOLIO CONSTRUCTION	ASSIGNED READINGS
5	Feb 4 - 10	BF & INDIVIDUALS - INTRODUCTION	ASSIGNED READINGS
6	Feb 11 - 17	BF & INDIVIDUALS - COGNITIVE ERRORS	ASSIGNED READINGS
7	Feb 18 -24	BF & INDIVIDUALS - EMOTIONAL BIASES	ASSIGNED READINGS
8	Feb 25 – Mar 2	BF AND THE CORPORATION - INTRODUCTION	ASSIGNED READINGS
9	Mar 3 - 9	BF AND THE CORPORATION - CAPITAL BUDGETING	ASSIGNED READINGS
10	Mar 10 - 16	BF AND THE CORPORATION - DIVIDEND POLICY	ASSIGNED READINGS
11	Mar 17 - 23	BF AND THE MARKETS - INTRODUCTION	ASSIGNED READINGS
13	Mar 24 – 30	BF AND THE MARKETS MARKET BEHAVIOUR	ASSIGNED READINGS
		Last day of classes Friday April 12 Final Exam Period - Tue, Apr 16 - Thu, Apr 25	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.