



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous College Affiliated to Bharathiar University) Re-Accredited
by NAAC & ISO 9001:2015 Certified Institution



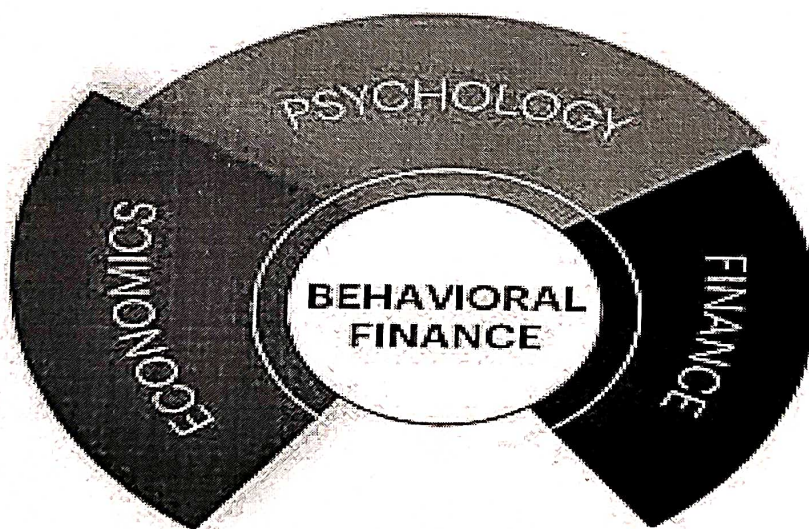
**DEPARTMENT OF COMMERCE
(FINANCE)**

VALUE ADDED COURSE

2022-2023

BROUCHER

BEHAVIORAL FINANCE



BEHAVIORAL FINANCE

VALUE ADDED COURSE

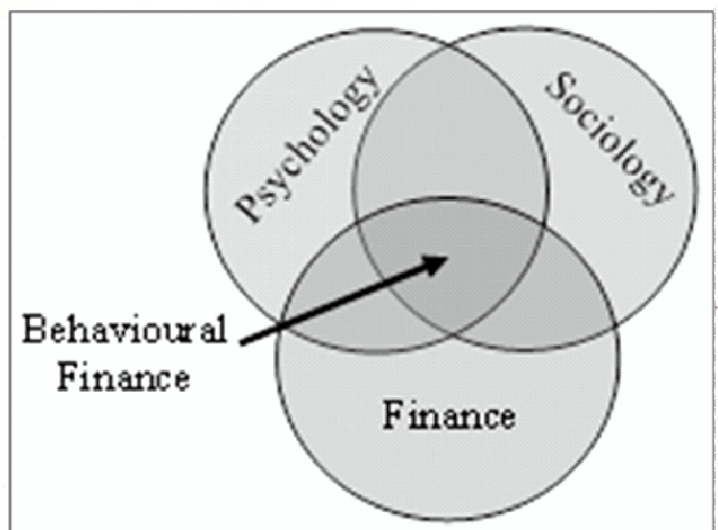
Value added courses are offered to students outside the curriculum to enhance their employability skills. These courses instill a spirit of Entrepreneurship and also serve as a motivation to progress towards higher education.

OBJECTIVES

- To initiate students into learning beyond the boundaries of their chosen programmes.
- To expose students to industry requirements.
- To improve employability skills and make students industry ready.
- To provide holistic education to help students emerge as skilled and confident personalities.

COURSE CONTENT

- Concepts and Scope
- Building Blocks
- Utility Theory and Decision Making
- Investor Rationality and Market Efficiency
- Portfolio Risk and Return
- Personal Financial Planning
- Financial Goals and Investment Avenues



Programme Code:	B.Com-Finance	Programme Title:	Bachelor of Commerce Finance	
Course Code:	22UCF5VA	Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Semester: V
		Department Specific Value Added Course : Behavioural Finance	Credits:	2

Course Objective

To enable and become familiar with the mechanism for conducting business transactions through electronic means.

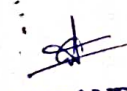
Course Outcomes (CO)

K1	CO1	To Discuss about the Concept of Behavioral Finance
K2	CO2	To Get the Idea about the Traditional Finance and Behavioral Finance
K3	CO3	To Demonstrate Behavioral Corporate Finance
K4	CO4	To Analyze Market Predictability
K5	CO5	To Create Awareness About Investment

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	H	H	H	M	H
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	H	M	H	H	H	H	H	M	H
CO4	M	H	M	H	H	M	M	H	M	H
CO5	M	H	M	H	H	M	M	H	M	H

H-High ; M-Medium ; L-Low


Dr. G. AKILANDESWARI,
 M.Com., M.Phil., PGDCA., Ph.D., NET
 Associate Professor & Head
 Department of Commerce (Finance)
 NGM College, Pollachi - 642 001.

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Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

22UCF5VA

Unit	Content	Hrs
Unit I	Introduction to Behavioral Economics and Finance-Behavioral Finance- Introduction- meaning - nature- scope- objectives and application- Assumptions of behavioral finance -Meaning of heuristics and bias Building blocks of behavioral finance.	10
Unit II	Utility- Preference Functions- Expected Utility Theory [EUT] and Rational Thought- Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency-Prospect theory and behavioral finance.	10
Unit III	Valuation of Assets –Portfolio return and Risk- Personal financial goals – Planning personal finances-Personal planning Statements-Portfolios for individual Investor-Investment alternatives for individual Investor- Alternative Investments.	10
Total contact Hrs/Semester		30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Quiz, Assignments, Group Task.

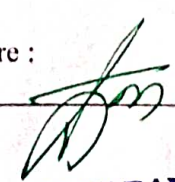
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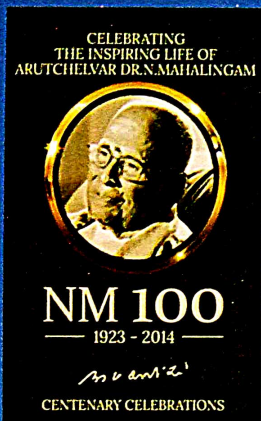
Text Book:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prasanna Chandra	Behavioral Finance	McGraw Hill	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	H.K. Baker	Investor Behaviour : The Psychology of Financial Planning and Investing	Ricciardi, Wiley Edition	2020
2	Sujata Kapoor, Jaya MamtaProsad	Behavioral Finance	Sage	2019
3	M. M. Sulphey	Behavioral Finance	PHI	2014
4	Thaler, R.	Behavioral Finance	Russell Sage Foundation	2010
5	Ackert, Deaves	Behavioral Finance	Cengage Learning. I Edition	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name :	Name : Dr.G.Akilandeswari	Name: Mr.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature :	Signature :	Signature :	Signature : 



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

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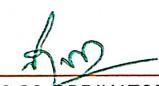


Value Added Course

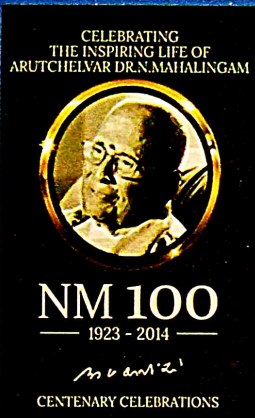
This is to certify that Mr./Ms. Kavyanjali K
of Blom Finance department
has successfully completed a Value Added Course
entitled Behavioural Finance and
secured a mark of 76 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



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This is to certify that Mr./Ms. Deepika M.

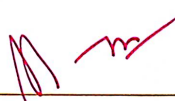
of Bcom - Finance department

has successfully completed a Value Added Course

entitled Behavioural Finance and

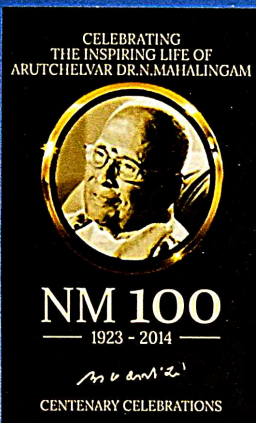
secured a mark of 67 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



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Value Added Course



This is to certify that Mr./Ms. YUVARANI. K

of B.Com - FINANCE department

has successfully completed a Value Added Course
entitled CUSTOMER RELATIONSHIP MANAGEMENT and

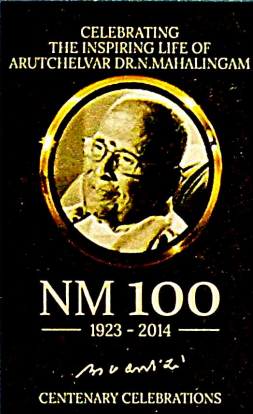
secured a mark of 61 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

PRINCIPAL



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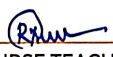
(Autonomous), Pollachi

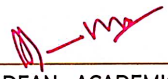
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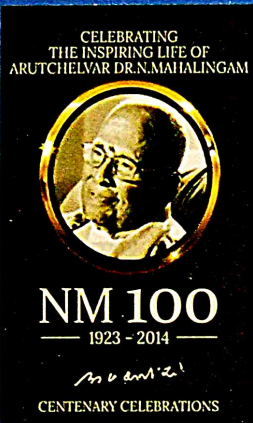
This is to certify that Mr./Ms. GIDKULA KRISHNAN - M
of B.COM - FINANCE department
has successfully completed a Value Added Course
entitled CUSTOMER RELATIONSHIP MANAGEMENT and
secured a mark of 67 out of 100


COURSE TEACHER


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IQAC CO-ORDINATOR


PRINCIPAL



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This is to certify that Mr./Ms. MADHAN KUMAR. N

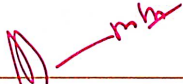
of B.COM (BPS) department

has successfully completed a Value Added Course

entitled BEHAVIOURAL FINANCE and

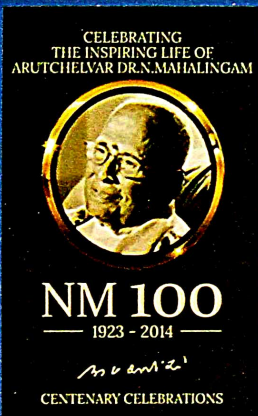
secured a mark of 67 out of 100


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Value Added Course

This is to certify that Mr./Ms. GOKUL PRASATH. T
of B.COM (BPS) department
has successfully completed a Value Added Course
entitled BEHAVIOURAL FINANCE and
secured a mark of 63 out of 100

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COURSE TEACHER

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DEAN - ACADEMIC

ho
IQAC CO-ORDINATOR

dm
PRINCIPAL