

104 學年度 商 學院 英語授課課程大綱

課程名稱 Course Title <input checked="" type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文) 行為財務學
	(英文) Behavioral Finance
課程目標 Course Objectives	The objective of this course is to introduce the important concepts of behavioral finance.
課程大綱 Course Description	We will focus on the behavior of individual investors. Topics covered performance, disposition effect, reinforcement learning, attention, and failure to diversify.
上課進度 Weekly Course Schedule	Introduction Performance <ol style="list-style-type: none"> 1. Long-horizon results 2. Short-horizon results Why underperform? <ol style="list-style-type: none"> 1. Asymmetric information 2. Overconfidence 3. Sensation seeking 4. Familiarity Disposition effect Reinforcement learning Attention: chasing the action Failure to Diversify
教學方式 Instructional Method	The class format includes lectures, class presentation, and programming.
課程要求 Course Requirements	Students will be assigned academic reading materials and present it before all participants. The goal of this course is to improve master students' research skills.
評量方式 Evaluation	Grade is based on performance across a cumulative exam (30%), a homework (20%), and the presentations during classes (50%).
教材及參考書目 Textbooks & Suggested Materials	Inefficient Markets: An Introduction to Behavioral Finance, by Andrei Shleifer, 2000, Oxford.
課程相關連結網址 Course Website	
備註 Remarks	

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