

FEBRUARY 20, 2024

9:00 AM - 1:00 PM

ONLINE / VILT

IBP KARACHI



UNDERSTANDING BEHAVIORAL FINANCE:

The Psychology of Financial Decision-Making

The training objective of understanding behavioral finance is to explore and comprehend the psychological factors that influence financial decision-making. Behavioral finance is a field that combines insights from psychology and economics to analyze how individuals deviate from traditional economic theories when making financial choices

FEE:
**PKR
8,000**
(Plus Tax)



UNDERSTANDING BEHAVIORAL FINANCE:

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Training Outline

Introduction to Behavioral Finance

- Define behavioral finance and its significance in understanding financial markets.
- Provide an overview of traditional finance vs. behavioral finance.
- Explain the role of psychology in financial decision-making

Cognitive Biases in Finance

- Discuss common cognitive biases, such as overconfidence, loss aversion, anchoring, and availability bias.
- Provide real-world examples of how these biases affect investment decisions.
- Explain the impact of cognitive dissonance in financial choices

Emotional Factors in Investing

- Explore the role of emotions, including fear, greed, and regret, in shaping investment behavior.
- Discuss the concept of herd behavior and its implications for market dynamics.
- Share case studies of market bubbles and crashes driven by emotional factors

Heuristics and Decision-Making

- Define heuristics and their influence on financial decisions.
- Discuss representative heuristics, availability heuristics, and anchoring in the context of investments.
- Analyze the pros and cons of heuristic decision-making

Biases Mitigation and Investment Strategies

- Present strategies for mitigating cognitive biases, including diversification, setting clear investment goals, and using systematic decision-making processes.
- Discuss how to develop an investment strategy that considers behavioral biases.
- Provide examples of investment professionals who successfully navigate behavioral challenges

Group Activities and Case Studies

- Engage participants in group discussions and activities that explore practical scenarios related to behavioral finance.
- Analyze case studies of famous investment decisions and market events driven by behavioral factors

Target Audience:

- Finance professionals
- Investment Experts
- Treasury Officer/Managers
- Anyone interested in gaining insights into the psychology behind financial decisions and market dynamics

Facilitator:

Mr. Faisal Sarwar is a seasoned corporate trainer and financial expert having more than 18 years' experience of working in various areas of financial sectors in commercial banks & financial institutions. Currently serving as Deputy Director in the Risk Management Department at the State Bank of Pakistan, he specializes in Treasury Markets, Finance, Risk Management, and Economic Policy.

He holds an MBA in Finance from the Institute of Business Management (IoBM), is pursuing an MS in Economics from the same institution, and possesses a BCIT from NED University. He is also a certified Trainer by the International Finance Corporation (IFC-World Bank) and the International Association for People and Performance Development (IAPPD) Global.