

Psychology of Finance ([S403052CR](#), Spring 2022)
(formerly Introduction to Neuroeconomics and Neurofinance)

=====

IMPORTANT NOTICE (Feb 16, 2022):

Due to administrative reasons the day and time of the course had to be changed. The information listed below is correct and final. We apologise for the late change.

=====

Time (confirmed)

Wednesday 14h15-16h00

Location (confirmed)

(Week 1) Wednesday 23 February 2022	S4-S5 (CMU)
(all other weeks) Wednesday 2 March - 25 Mai 2022	D60 (CMU)

Teacher

LOMBARD Ewa (@ewamien)
ewa.lombard@unige.ch

PREUSCHOFF Kerstin
kerstin.preuschoff@unige.ch

Description

This course looks at findings from behavioral and neural sciences (cognitive neuroscience, neuroeconomics and neurofinance; psychology of money, social endocrinology, behavioral finance) to elucidate how humans attach value and make financial decisions.

Topics include: fundamental research tools in neuroeconomics, economic preferences, the neurobiology of valuation, choice and learning; neuroforecasting, belief formation, biases, psychology of inequality and others. The course will encourage future thinking and speculation about the potential applications of the state-of-the-art research in supporting individual and collective decision-making.

Objectives

1. Distinguish the role of memory, emotions, motivation and other factors affecting the neural processing of (economic and financial) decision-making (DM) ;
2. Describe the methodology of neuroeconomics and neurofinance;
3. Comprehend scientific literature in cognitive neuroscience and psychology relevant to monetary decision making;
4. Propose interdisciplinary applications of this science for development of new DM support tools (e.g. wealthtech).

Assessment

- Group project (40%): Applied research innovation proposal consisting of a short video and/or slide deck (+ 10min for Q&A at the end of the term)
- Class participation (15%): attendance, active participation, setting own goals + self-assessment
- Individual assignment(s) (40%): (15%) wikipedia entry (author/reviewer), (20%) present a topic in class.

Office hours

Kerstin Preuschoff is available throughout the semester on Tuesdays, Wednesdays and Thursdays through Moodle messaging/chat, or - by appointment - for in person and zoom-meetings.

Ewa Lombard is available by e-mail or ad-hoc zoom meetings in February and after May 11th, 2022.

Online office hours open to discuss your final presentations will be available in May.