



Behavioural Finance for Investment Decisions

Acquire the tools and frameworks you need to make better financial and investment decisions and to build profitable and sustainable investment portfolios, while capitalising on dysfunctional markets, volatility and uncertainty.

**Gordon Institute
of Business Science**
University of Pretoria

This programme gives you the psychological, neuroscientific and behavioural economics tools to see reason within market chaos and to leverage the rules and protocols for identifying solid investment opportunities. As increased levels of volatility and uncertainty cause market distortions, irrational investment decision-making prevails. You need to be able to grapple with the causes of such critical developments, to ensure that investment portfolios remain robust. With traditional forecasting and prediction models no longer applicable, you are required to go beyond the narrow fields of economics and finance to navigate the 'new normal': a fast-changing and increasingly complex global economic environment.



FACULTY: Dr. Francois Laurens is an Adjunct Faculty at the Gordon Institute of Business Science. His focus areas include Behavioural Economics; Strategic Thinking (Leadership) and Planning; the Global Business Environment (Macroeconomics); Investment Banking; Finance and Capital Markets; Strategic Investment Management; Stakeholder Theory of Business and Purpose Capitalism.

Francois has wide experience and skills in financial services, corporate governance, investment banking and investment management, having served in senior and executive management positions in the financial services sector in the UK and SA. He has worked in markets in Europe, Middle East, and Africa.



CLICK HERE TO REGISTER ONLINE



For enquiries call **+27 (0)11 771 4000** or email **execed@gibs.co.za**



For more information and an online application form, please visit **www.gibs.co.za/behaviouralfinance**

GIBS, close to business.

WHO SHOULD ATTEND?

- > Private investors;
- > Finance executives;
- > Risk managers;
- > Compliance managers;
- > Heads of investment strategy;
- > Asset managers;
- > Financial analysts; and
- > General managers.

KEY FOCUS AREAS

- > Introduction to behavioural finance theory and principles;
- > The application of behavioural finance to organisational and individual investors' financial and investment strategy design;
- > How to capitalise on irrational investment practices and dysfunctional markets;
- > The structural, cultural and psychological factors underlying speculative (positive and negative) bubble phenomena, the feedback principle in financial markets, and how to exploit these for gain;
- > Real-world examples, using studies, market data and simulation exercises, of business and investment practices premised on incorrect beliefs and expectations; e.g. Reddit/ GameStop and Dogecoin; and
- > The use and application of agent-based modelling as a tool for more effective (portfolio) scenario (risk) planning for various asset classes and markets, including derivatives..

HOW YOU WILL BENEFIT

At the end of the programme, you will be able to:

- > Leverage your enhanced understanding of the cause-and-effect relationship between human behaviour, financial markets, the economy and the global business environment;
- > Use prudent principles and protocols as the foundation for efficient and effective financial and investment decision-making and forecasting;
- > Use agent-based modelling to assess the dynamics of interactions between market; participants, en route to a resilient and dynamic investment strategy; and
- > Develop robust risk management strategies, to mitigate the factors that can result in costly losses or failures.

WHAT TO EXPECT

In addition to formal lecturing as means to develop understanding of the programme material, delegates can expect group and individual participation, debate and discussion. This hugely interactive programme is complemented by guest speakers.

FUNDAMENTALS OF INVESTMENT DECISIONS



This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site Illovo Hotel.



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About GIBS

Founded in 2000, the University of Pretoria's Gordon Institute of Business Science (GIBS) is an internationally accredited business school, based in Johannesburg, South Africa's economic hub.

As the business school for business, we focus on general management and aim to significantly improve responsible individual and organisational productivity and performance, in South Africa and in our broader African environment, through high quality business and management education. In May 2020, the annual UK *Financial Times* Executive Education rankings, a global benchmark for providers of executive education, once again ranked GIBS as the top South African and African business school. This is the 17th year running that GIBS has been ranked among the top business schools worldwide. As one of the leading business schools in South Africa and Africa, we inspire exceptional performance.

GIBS is accredited by the Association of MBAs (AMBA), the Association to Advance Collegiate Schools of Business (AACSB), the Council on Higher Education (CHE) and is a member of the South African Business Schools Association (SABSA), and the Association of African Business Schools (AABS).

For more information, visit www.gibs.co.za

GIBS Business School

26 Melville Rd, Illovo, Johannesburg, 2196

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