



FINC20030 *Behavioural Finance*

Term 2 - 2019

Profile information current as at 02/05/2024 06:21 am

All details in this unit profile for FINC20030 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In this unit you will contextualise insights about client relationships that you have gained in previous studies or professional practice within an advanced understanding of the psychology of investor behaviour and the professional relationship itself. You will explore the dynamics of client relationships and behaviour in terms of advanced behavioural finance theories. You will have the opportunity to examine the client/advisor relationship from various perspectives as well as the realities of investor behaviour. You will review and apply recent developments in the fields of Behavioural Economics and Behavioural Finance and consider their applications to professional practice.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2019

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Literature Review or Systematic Review**

Weighting: 30%

2. **Case Study**

Weighting: 40%

3. **Presentation**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Critically articulate the major components of Behavioural Finance and Behavioural Economics theory
2. Interpret client relationships in terms of Behavioural Finance and related theories
3. Apply different cultural frameworks to the client relationship situation to suggest innovative and culturally sensitive solutions.

This unit has been designed to conform to the requirements of the Financial Planning Education Council, the guidelines formulated by FASEA Standards Authority and the mandated higher education standards stated in the Corporations Amendment (Professional Standards of Financial Advisers) Act.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Literature Review or Systematic Review - 30%	•		
2 - Case Study - 40%		•	•
3 - Presentation - 30%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Knowledge	◦	◦	
2 - Communication	◦	◦	◦
3 - Cognitive, technical and creative skills		◦	
4 - Research	◦		
5 - Self-management	◦		
6 - Ethical and Professional Responsibility			◦
7 - Leadership	◦	◦	◦
8 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Literature Review or Systematic Review - 30%	○			○	○			
2 - Case Study - 40%	○	○	○			○		
3 - Presentation - 30%		○					○	

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

There are no specific texts for this unit. Instead students will be provided with a list of readings for this unit.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Julie Knutsen Unit Coordinator

j.knutsen@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Behavioural Finance <ul style="list-style-type: none"> • What is behavioural finance [BF]? • Validity of BF in connection with clients and financial advice • How BF theories guide the creation of investors' portfolios • Impact of behavioural biases on investor decisions and advisor-client process 	Refer to Study Guide for Week 1 Prescribed and Supplementary Reading	Refer to Week 1 in Moodle for: <ul style="list-style-type: none"> • Study Guide and Week 1 Questions and Applications • Webinar Agenda

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
History of Behavioural Economics - what can be learned? Historical links between Behavioral Economics and Psychology: <ul style="list-style-type: none"> • Every bubble bursts • The concept of rational economic man [homo economics] and how it ignored human reasoning • Lessons from experimental economics 	Refer to Study Guide for Week 2 Prescribed and Supplementary Reading	Refer to Week 2 in Moodle for: <ul style="list-style-type: none"> • Study Guide and Week 2 Questions and Applications • Webinar Agenda

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Perspectives in Behavioural Finance Part 1 Overview of efficient market theory, hypothesis and anomalies: <ul style="list-style-type: none"> • Efficient markets versus irrational markets • Efficient market theory versus the perspectives of actual portfolio managers 	Refer to Study Guide for Week 3 Prescribed and Supplementary Reading	Refer to Week 3 in Moodle for: <ul style="list-style-type: none"> • Study Guide and Week 3 Questions and Applications • Webinar Agenda

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Perspectives in Behavioural Finance Part 2 Practical applications and case studies: <ul style="list-style-type: none"> • Designing the right portfolio for the client regardless of market fluctuations 	Refer to Study Guide for Week 4 Prescribed and Supplementary Reading	Refer to Week 4 in Moodle for: <ul style="list-style-type: none"> • Study Guide and Week 4 Questions and Applications • Webinar Agenda

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Behavioural Biases and the Investor Part 1 Critical review of literature and research related to: <ul style="list-style-type: none"> • Understanding self and others • Behavioural biases, the investor and behaviour-modifying benefits • Decision making and judgements under uncertainty • Behaviours that cause investment mistakes 	Refer to Study Guide for Week 5 Prescribed and Supplementary Reading	Refer to Week 5 in Moodle for: <ul style="list-style-type: none"> • Study Guide and Week 5 Questions and Applications • Webinar Agenda

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
vacation week	vacation week	vacation week

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic

Behavioural Biases and the Investor Part 2

Practical applications and case studies:

- Investor personality theory applied to advice
- Identifying behavioural biases and managing the effect of bias
- Cognitive dissonance bias test and recognising inconsistencies between actions and beliefs

Refer to Study Guide for Week 6 Prescribed and Supplementary Reading

Refer to Week 6 in Moodle for:

- Study Guide and Week 6 Questions and Applications
- Webinar Agenda

Exploratory Literature Review of Behavioural Economics and Finance Theory and Contemporary Applications Due: Week 6 Wednesday (28 Aug 2019) 3:00 pm AEST

Week 7 - 02 Sep 2019

Module/Topic

Chapter

Events and Submissions/Topic

Behavioural Finance and Investor Profiles Part 1

Critical review of literature and research related to:

- BF, risk profile, and risk tolerances
- Limitations of risk tolerance questionnaires and connecting professional obligations to BF
- Exploring the argument for risk and scenario analysis and having clients understand the extremes

Refer to Study Guide for Week 7 Prescribed and Supplementary Reading

Refer to Week 7 in Moodle for:

- Study Guide and Week 7 Questions and Applications
- Webinar Discussion Special Feature: When should advisers adapt asset allocation to moderate or counteract biased client reasoning?

Week 8 - 09 Sep 2019

Module/Topic

Chapter

Events and Submissions/Topic

Behavioural Finance and Investor Profiles Part 2

Practical applications and case studies:

- Asset allocation and the clients' natural psychological tendencies and bias
- Creating a behaviourally modified portfolio

Refer to Study Guide for Week 8 Prescribed and Supplementary Reading

Refer to Week 8 in Moodle for:

- Study Guide and Week 8 Questions and Applications
- Webinar Agenda

Week 9 - 16 Sep 2019

Module/Topic

Chapter

Events and Submissions/Topic

Behavioural Finance and Holistic Financial Advice Part 1

Critical review of literature and research related to:

- Interpersonal communication skills;
- Self-efficacy [and allied theories] and cognitive behavioural coaching in the financial planning context

Refer to Study Guide for Week 9 Prescribed and Supplementary Reading

Refer to Week 9 in Moodle for:

- Study Guide and Week 9 Questions and Applications
- Webinar Agenda

Case Study: Application of Behavioural Finance to the Practice of Professional Financial Planning Due: Week 9 Wednesday (18 Sept 2019) 3:00 pm AEST

Week 10 - 23 Sep 2019

Module/Topic

Chapter

Events and Submissions/Topic

Behavioural Finance and Holistic Financial Advice Part 2

Practical application and case studies:

- Enhancing the client-advice approach
- Delivering on client expectations based on their biases
- Enhancing the client-adviser bond by deeper understanding of fears and motives
- Designing the right portfolio for the client regardless of market fluctuations

Refer to Study Guide for Week 10 Prescribed and Supplementary Reading

Refer to Week 10 in Moodle for:

- Study Guide and Week 10 Questions and Applications
- Webinar Agenda

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Behavioural Finance and Managing the Client Relationship Practical application and case studies: <ul style="list-style-type: none">• Connecting BF and the role of the Financial Advisor as coach and teacher• Understanding client financial efficacy and the impact on the maintenance of the client's financial plan	Refer to Study Guide for Week 11 Prescribed and Supplementary Reading	Refer to Week 11 in Moodle for: <ul style="list-style-type: none">• Study Guide and Week 11 Questions and Applications• Webinar Agenda

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Contemporary Issues - Financial literacy in Australia Discussion: <ul style="list-style-type: none">• Financial literacy - trends and challenges• Providing advice based on client financial literacy and financial efficacy	Refer to Study Guide for Week 12 Prescribed and Supplementary Reading	Refer to Week 12 in Moodle for: <ul style="list-style-type: none">• Study Guide and Week 12 Questions and Applications• Webinar Agenda Case Study Presentation Due: Week 12 Wednesday (9 Oct 2019) 3:00 pm AEST

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

Refer to Orientation Section in Moodle for:

- Term Specific Information
- Teaching Team details and introductions
- What's happening this term
- Time management guidelines for assessments

Assessment Tasks

1 Exploratory Literature Review of Behavioural Economics and Finance Theory and Contemporary Applications

Assessment Type

Literature Review or Systematic Review

Task Description

This is an individual Assignment. Comprehensive guidelines, submission instructions, resources and marking criteria will be available on Moodle in the ASSESSMENT Section.

In summary, you are required to explore a range of publications [minimum 6] including academic articles, professional and media on the topic of behavioral finance and present an overview of the literature covering:

- descriptions of the interventions used in other contexts
- highlights of results, discussions and conclusions which inform the practice of professional financial planning.

A broad range of articles are provided for your review in the ASSESSMENT Section. However, you may extend your

research and include other relevant literature or media.

An APA Referencing Guide is provided in ASSESSMENT RESOURCES which shows how to correctly cite the articles and create a reference list.

Assessment Due Date

Week 6 Wednesday (28 Aug 2019) 3:00 pm AEST

Refer to Submission Instructions on Moodle in the ASSESSMENT Section

Return Date to Students

Week 8 Tuesday (10 Sept 2019)

Feedback will be made via Moodle

Weighting

30%

Assessment Criteria

Details of the marking criteria and expectations will be provided on Moodle in the ASSESSMENT Section.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Refer to Submission Instructions on Moodle in the ASSESSMENT Section

Learning Outcomes Assessed

- Critically articulate the major components of Behavioural Finance and Behavioural Economics theory

Graduate Attributes

- Knowledge
- Research
- Self-management

2 Case Study: Application of Behavioural Finance to the Practice of Professional Financial Planning

Assessment Type

Case Study

Task Description

This is an individual assignment. Comprehensive guidelines, submission instructions, resources and marking criteria will be available on Moodle in the ASSESSMENT Section.

In summary, you will draw from the literature review in Assessment 1 and report your observations on how behavioural finance theory and interventions can be applied into the financial planning advice and client-relationship process and procedure. You are strongly encouraged to consider your own practice as a case study or another firm's practices which you are familiar with.

Important Note: Your observations in this case study will become the foundations of the Assessment 3 presentation.

Assessment Due Date

Week 9 Wednesday (18 Sept 2019) 3:00 pm AEST

Refer to Submission Instructions on Moodle in the ASSESSMENT Section

Return Date to Students

Week 11 Wednesday (2 Oct 2019)

Feedback via Moodle

Weighting

40%

Assessment Criteria

Details of the marking criteria and expectations will be provided on Moodle in the ASSESSMENT Section.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Refer to Submission Instructions on Moodle in the ASSESSMENT Section

Learning Outcomes Assessed

- Interpret client relationships in terms of Behavioural Finance and related theories
- Apply different cultural frameworks to the client relationship situation to suggest innovative and culturally sensitive solutions.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Ethical and Professional Responsibility

3 Case Study Presentation

Assessment Type

Presentation

Task Description

This is an individual assignment. Comprehensive guidelines, submission instructions, resources and marking criteria will be available on Moodle in the ASSESSMENT Section.

In summary, you are required to present the highlights of your case study [Assessment 2] as a 15-minute presentation showing how and where applications of behavioural finance can enhance the practice of professional financial planning. Presentations can be made via zoom or recorded and uploaded as a YouTube file.

Important Notes:

1. A time will need to be scheduled in week 12 for presentations via zoom. This can be arranged via email and closer to the event.
2. Due to file size issues, for youtube recordings it is recommended that you break the presentation down into 3 x 5-minute segments and upload 3 x YouTube files as Part 1, Part 2 and Part 3.

See Assessment Guidelines for more detail and/or contact the Unit Co-ordinator, Dr Julie Knutsen j.knutsen@cqu.edu.au to discuss.

Assessment Due Date

Week 12 Wednesday (9 Oct 2019) 3:00 pm AEST

Refer to Submission Instructions on Moodle in the ASSESSMENT Section

Return Date to Students

Review/Exam Week Friday (18 Oct 2019)

Feedback will be made via Moodle

Weighting

30%

Assessment Criteria

Details of the marking criteria and expectations will be provided on Moodle in the ASSESSMENT Section.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Critically articulate the major components of Behavioural Finance and Behavioural Economics theory
- Interpret client relationships in terms of Behavioural Finance and related theories
- Apply different cultural frameworks to the client relationship situation to suggest innovative and culturally sensitive solutions.

Graduate Attributes

- Communication
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem