University of Gdańsk

Subject card

Subject name and code	Behavioral finance - lecture, PG_00134139					
Field of study	Taxes and Tax Consultancy					
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026	
Education level	Master's studies		Subject group		Optional subject group	
Mode of study	part-time studies		Mode of delivery		at the university	
Year of study	1		Language of instruction		Polish	
Semester of study	2		ECTS credits		2.0	
Learning profile	academic		Assessment form		credit	
Conducting unit	Faculty of Law and Administration -> Rector					
Name and surname of lecturer (lecturers)	Subject supervisor	dr Sławomir Kujawa				
	Teachers					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	14.0	0.0	0.0	0.0	0.0	14
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM	
	Number of study hours	14	0.0	36.0	50	
Subject objectives	The aim of the course is to impart knowledge and enable students to acquire skills and social competences during classes in behavioral finance.					

<table>
<tr><td rowspan="4">Learning outcomes</td><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr>
<tr><td>[PiDPMU2_WG01] has in-depth and structured knowledge of the basics of jurisprudence, public finances and private law, including the main development trends in legal sciences and economics and finance sciences</td><td>The student knows the basic principles of public finance and private law in the context of financial decisions made by individuals and companies.

The student understands how legal mechanisms and financial regulations influence the economic and investment behavior of market participants.

The student has knowledge of the main development trends in legal and economic sciences related to behavioral finance.

The student is able to combine legal, economic, and behavioral knowledge to analyze complex financial problems.</td><td>[SW4] test/exam - oral or written
[SW2] presentation/project/paper/report</td></tr>
<tr><td>[PiDPMU2_WK05] has systematic knowledge of the economic, legal, ethical and other conditions of various types of professional activity related to the application and compliance with tax law and accounting</td><td>The student understands the economic, legal, and ethical conditions of financial decisions made by individuals and companies.

The student understands the impact of tax and accounting regulations on financial behavior and investment decisions.

The student is able to identify ethical and behavioral factors influencing compliance with tax law and accounting principles.

The student has structured knowledge enabling them to analyze complex economic and tax issues from the perspective of behavioral finance.</td><td>[SW4] test/exam - oral or written
[SW2] presentation/project/paper/report</td></tr>
<tr><td>[PiDPMU2_WG03] has in-depth knowledge of the subject of regulation of selected detailed issues outside the scope of branches of substantive and formal law related to public levies, as well as outside the scope of accounting</td><td>The student knows the basic regulations concerning public levies and taxation in the context of economic behavior of individuals.

The student understands the impact of behavioral factors on taxpayers' decisions and choices related to public finance management.

The student has knowledge of financial issues beyond classical accounting and substantive law, including in terms of decisions made by individuals and entrepreneurs.

The student is able to analyze complex tax and financial problems, taking into account psychological and behavioral factors.</td><td>[SW4] test/exam - oral or written
[SW2] presentation/project/paper/report</td></tr>
<tr><td>Subject contents</td><td colspan="3">Neoclassical and behavioral economics
The use of behavioral economics in public administration
Investor behavior in the context of behavioral finance
Investor actions in the context of behavioral finance Cognitive distortions in decisions,
Investment market behavior in the context of behavioral finance
Deviations from investment market efficiency
Contrarian investing in behavioral finance
The use of event study methods in behavioral finance
Robo-advisory as a tool for reducing cognitive and motivational errors</td></tr>
</table>

Prerequisites and co-requisites	
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Project</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Written test</td><td>51.0%</td><td>70.0%</td></tr></table>

Recommended reading	Basic literature	D. Kahneman, Pułapki myślenia. O myśleniu szybkim i wolnym (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań 2011. D. Kahneman, O. Sibony, C. Sunstein, Szum. Czyli skąd się biorą błędy w naszych decyzjach (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań2021. S. Kujawa, Inwestycje klasyczne i alternatywne w kontekście uwarunkowań behawioralnych, Wydawnictwo UG, Gdańsk 2020, S. Kujawa, Analiza zdarzeń i jej zastosowanie w finansach behawioralnych, Finanse, Rynki Finansowe, Ubezpieczenia, nr 4/2016 (82), cz. 2 Wydawnictwo US, Szczecin 2016. M. Czerwonka, B. Gorlewski, Finanse behawioralne. Zachowania inwestorów i rynku, Wydawnictwo SGH, Warszawa 2012, K. Borowski, Finanse behawioralne modele, Warszawa 2014, E. Ostrowska, Behawioralny portfel inwestycyjny. Mózg, Emocje, Luka behawioralna. Wydawnictwo UG, Gdańsk 2020
	Supplementary literature	P. Zielonka, Behawioralne aspekty inwestowania. Warszawa 2006 M. J. Pring, Psychologia inwestowania. Kraków 2006 R. H. Thaler, C. R. Sunstein, Impuls, Warszawa 2008
	eResources addresses	

Example issues/ example questions/ tasks being completed	Neoclassical and behavioral economics The use of behavioral economics in public administration Investor behavior in the context of behavioral finance Investor actions in the context of behavioral finance Cognitive distortions in decisions, Investment market behavior in the context of behavioral finance Deviations from the efficiency of investment markets Contrarian investing in behavioral finance The use of event study methods in behavioral finance Robo-advisory as a tool for reducing cognitive and motivational errors
Work placement	Not applicable

Document generated electronically. Does not require a seal or signature.