

**Subject card**

<b>Subject name and code</b>	Behavioral finance - lecture, PG_00139781						
<b>Field of study</b>	Taxes and Tax Consultancy						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Optional subject group		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	6	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Faculty of Law and Administration -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Sławomir Kujawa				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	10.0	0.0	0.0	0.0	0.0	10
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	10		0.0		40.0	50
<b>Subject objectives</b>	The goal of the course is for students to gain knowledge, develop skills, and acquire social competencies during classes in behavioral finance						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PiDPL3_U03] The graduate can communicate using specialized legal, financial and tax terminology	The student is able to communicate using specialized legal, financial, and tax terminology	[SU2] presentation/project/paper/report
	[PiDPL3_W02] He/she knows the basic terminology and basic concepts in the field of tax law and finance, has elementary knowledge of substantive and formal tax law.	The student is familiar with basic terminology and concepts in the field of tax law and finance, and has a basic understanding of substantive and procedural tax law	[SW4] test/exam - oral or written
	[PiDPL3_U07] He/she can plan and implement independently the need for lifelong learning	The student is able to independently plan and pursue lifelong learning	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[PiDPL3_W04] He/she has elementary knowledge and knows the terms describing the most important economic and social phenomena, understands the basic processes taking place in market economy, understands the basic dilemmas of modern civilization	The student has a basic understanding of the key economic and social phenomena and the concepts used to describe them, understands the fundamental processes at work in a market economy, and grasps the fundamental dilemmas of modern civilization	[SW4] test/exam - oral or written
	[PiDPL3_U01] The graduate can use theoretical knowledge in the field of tax law, accounting and the related disciplines in order to formulate and solve complex problems that may occur in this area, especially complex validation and interpretation problems in the field of tax law, tax analysis and accounting	The student is able to apply their theoretical knowledge of tax law and accounting, as well as related academic disciplines, to identify and resolve complex and unusual problems that may arise in these fields, particularly complex validation and interpretation issues in tax law, as well as problems related to tax analysis and accounting	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[PiDPL3_U04] He/she can take part in a debate on the problems of applying tax law, finance and accounting - present and evaluate various opinions and positions, in particular with regard to different interpretations of the provisions of the law of public tributes and discuss them	The student is able to participate in debates on issues related to the application of tax law, finance, and accounting—presenting and evaluating various opinions and positions, particularly regarding differing interpretations of tax laws—and to discuss them	[SU2] presentation/project/paper/report
	[PiDPL3_U02] He/she is able to use theoretical knowledge in the field of tax law, accounting and related disciplines through the proper selection of sources (including in particular normative acts, doctrinal literature and jurisprudence) and information derived from them, he/she is able to carry out assessment, critical analysis and synthesis of this information, using appropriate methods and tools (including advanced information and communication techniques) - which enables performing tasks that are not fully predictable, in particular solving validation and interpretation problems related to the application of tax law, as well as problems of tax analysis and accounting	The student is able to apply their theoretical knowledge of tax law and accounting, as well as related academic disciplines, by appropriately selecting sources (including, in particular, normative acts, doctrinal literature, and case law) and the information derived from them, to evaluate, critically analyze, and synthesize this information using appropriate methods and tools (including advanced information and communication technologies) — which enables the performance of tasks that are not fully predictable, including, in particular, resolving validation and interpretation issues related to the application of tax law, as well as issues of tax analysis and accounting	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written

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Subject contents	<p>Neoclassical vs. Behavioral Economics  The Application of Behavioral Economics in Public Administration  Investor Behavior in the Context of Behavioral Finance  Investor Behavior in the Context of Behavioral Finance: Cognitive Biases in Decision-Making,  Investment Market Behavior in the Context of Behavioral Finance  Deviations from investment market efficiency  Contrarian investing in behavioral finance  The use of event study analysis in behavioral finance,  Robo-advisory as a tool for reducing cognitive and motivational biases</p>									
Prerequisites and co-requisites										
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>51.0%</td> <td>50.0%</td> </tr> <tr> <td>Project</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Written exam	51.0%	50.0%	Project	51.0%	50.0%
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Project	51.0%	50.0%								
Recommended reading	<p>Basic literature</p> <p>D. Kahneman, Pułapki myślenia. O myśleniu szybkim i wolnym (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań 2011.</p> <p>D. Kahneman, O. Sibony, C. Sunstein, Szum. Czyli skąd się biorą błędy w naszych decyzjach (przeł. P. Szymczak), Wydawnictwo Media Rodzina, Poznań 2021.</p> <p>S. Kujawa, Inwestycje klasyczne i alternatywne w kontekście uwarunkowań behawioralnych, Wydawnictwo UG, Gdańsk 2020,</p> <p>S. Kujawa, Analiza zdarzeń i jej zastosowanie w finansach behawioralnych, Finanse, Rynki Finansowe, Ubezpieczenia, nr 4/2016 (82), cz. 2 Wydawnictwo US, Szczecin 2016.</p> <p>M. Czerwonka, B. Gorlewski, Finanse behawioralne. Zachowania inwestorów i rynku, Wydawnictwo SGH, Warszawa 2012, K. Borowski, Finanse behawioralne modele, Warszawa 2014,</p> <p>E. Ostrowska, Behawioralny portfel inwestycyjny. Mózg, Emocje, Luka behawioralna. Wydawnictwo UG, Gdańsk 2020</p>									

	Supplementary literature	<p>P. Zielonka, Behavioralne aspekty inwestowania. Warszawa 2006</p> <p>M. J. Pring, Psychologia inwestowania. Kraków 2006</p> <p>R. H. Thaler, C. R. Sunstein, Impuls, Warszawa 2008</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Neoclassical vs. Behavioral Economics</p> <p>The Application of Behavioral Economics in Public Administration</p> <p>Investor Behavior in the Context of Behavioral Finance</p> <p>Investor Behavior in the Context of Behavioral Finance</p> <p>Cognitive Biases in Decision-Making,</p> <p>Investment Market Behavior in the Context of Behavioral Finance</p> <p>Deviations from investment market efficiency Contrarian investing in behavioral finance</p> <p>The use of event study analysis in behavioral finance,</p> <p>Robo-advisory as a tool for reducing cognitive and motivational biases</p>	
Work placement	Not applicable	

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