

## 61436 - Investor Behavior and Portfolio Manager

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	526 - Master's in Accounting and Finance
ECTS	4.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

Students will be notified about the contents and tasks of each session before the lecture. Moreover, the materials, lectures, exercises, etc will be available for students through the academic platform Moodle. Therefore, the platform Moodle will be the method of communication between the students and the professors.

#### 5.2. Learning activities

The timetables of the lectures and the timetables of the exams will be published in the web page of the Accounting and Finance Department <https://contabilidadyfinanzas.unizar.es/masteres-universitarios/master-en-contabilidad-y-finanzas>

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### 5.3.Program

The program consists of two types of activities

1. Seminars in which the professors will introduce and explain the different topics that will be discussed during the seminar as well as some readings of the topics analyzed.
2. Practical exercises with computers in which the students will apply the theoretical concepts learned in the seminars using and analyzing real data of finance products in Excel or other programs

### 5.4.Planning and scheduling

The seminars will tackle the different topics of the subject in the following order:

- Performance persistence
- Investor Behaviour and variables that influence their investment decisions
- Manager Behaviour (style analysis, herding behavior and window dressing).

### 5.5.Bibliography and recommended resources

There is not an specific book for the subject