

Psychology of investor behaviour

Behavioural Finance

Seminar Objective

The seminar participants will be familiarized with the psychological background to financial and investment behaviour. Feelings, moods and rumours play a decisive role in important financial investment decisions. Participants will gain an understanding the psychological factors at play and learn to adjust and optimise their investment behaviour accordingly.

Seminar Content

- What role does psychology play in investment behaviour?
- What do feelings signify?
- What role does one's own personality play in investment behaviour?
- 5 causal factors in long-term investment success
- Money management and psychology
- The psychological basics of information processing on site
- 'The trend is your friend'
- The importance of seasonal effects ('Crash month of October')
- What is the significance of mass psychology on investment behaviour?
- Deeper psychological basis underlying trends
- How should one react to a trend?
- How does the mass react in critical situations?
- The strategy of relative strength
- What is the significance of people's irrational behaviour on investment behaviour?
- What roles do suggestibility, seductiveness, hysteria, irrationality and anonymity play?
- Why is there a psychological theory behind chart theory?
- "Sell on good news"?

Method

Moderated exercise sequences, trainer input, exercise examples, supervision, interactive and experience-oriented exchange

Participants

The seminar "Psychology of Investor Behaviour" is aimed at specialists and executives from business enterprises of all sizes and sectors as well as from public administration.

Course Ref.

F2014

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00

2. Day: 09:00 - 16:00

Location and Dates

by agreement

Fee

on request

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.

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Ja, ich/wir buche(n) folgendes Seminar:

Seminartitel		
Termin	Seminarort	
1. Teilnehmer/in	Funktion	E-Mail
2. Teilnehmer/in	Funktion	E-Mail

Ja, ich/wir buche(n) das Aufbauseminar gleich mit:

Titel		
Termin	Ort	
1. Teilnehmer/in	Funktion	E-Mail
2. Teilnehmer/in	Funktion	E-Mail

Rechnungsanschrift

Firma	Ansprechpartner	
Funktion	Abteilung	
Straße/Hausnummer	PLZ/Ort	
Telefon/Telefax	E-Mail	

Datum/Unterschrift