



Behavioural Finance

for Investment Professionals

presented in
association with

Presented by

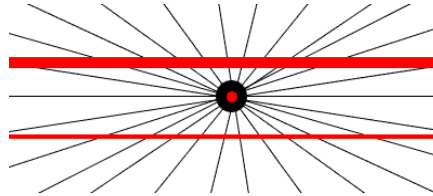
Associate Professor Frank Ashe
Macquarie University Applied Finance Centre

rma AUSTRALIA

Risk Management Association Inc

Course Synopsis

Are the lines straight? Even though we know it's an optical illusion it is still difficult to 'see' that the lines are straight, indeed parallel. We have similar illusions affecting our higher mental processes as well and these can have a significantly detrimental effect on the portfolios we construct.



Course Content

- The limits to arbitrage, noise traders vs arbitrageurs
- The biases, beliefs, and bizarre investment behaviours beneath our rational exteriors
- The evidence for the presence of these effects in professional and amateur investors
- Why these 'irrational' behaviours occur and why they are hard to eradicate
- The good side of these behaviours and why we wouldn't want to completely eradicate them
- How to identify the presence of the psychological biases in your trading
- The insights of the new science of Neuroeconomics of financial decision making.

Designed for

Chief investment officers, portfolio managers, risk managers, security and market analysts, superannuation fund trustees and managers, marketing managers, and client managers.

Presenter

Associate Professor Frank Ashe.

Course Outline

A detailed outline is available: www.mafc.mq.edu.au/files/short_courses/outline_BF.pdf

CPD - This training course may contribute to your CPD requirements

When

Tuesday 26 February 2008
9:00 am to 4:30 pm (lunch provided)

Venue

Macquarie University
Applied Finance Centre,
Sydney Office,
Level 3, 10 Spring Street,
Sydney NSW 2000

Cost

(includes GST, Course Notes, Lunch)
\$ 990.00 (for individual attendees)
\$ 880.00 (for two or more from one organisation)
\$ 770.00 (for MAFC students & graduates and RMA members)

Cancellation

Three working days notice is required for a full refund - you can substitute another person from your organisation if you cannot attend

Confirmation

Places are limited so bookings will be confirmed.

Registration Form & Tax Invoice

CMBF Limited (ABN 46 003 407 609)

MAFC Short Course Series
'Behavioural Finance' held in Sydney
Tuesday 26 February 2008

Tax Invoice & Receipt

This document becomes a tax invoice for GST purposes upon completion and payment. Please photocopy and retain as a receipt for your records.

Name

Fee requirement (tick one only) \$990 (regular) \$880 (bulk) \$770 (alumni)

Preferred name on badge / deskplate

Company / Organisation Title

Company address

Telephone Facsimile

Email

Please assist us with the following:

How did you learn about this MAFC Short Course? Advertisement Website Word of mouth Other: _____

Completed forms to: Macquarie University Applied Finance Centre GPO Box 3480 Sydney NSW 2001 • by fax: (02) 9223 6237

Please direct all enquiries to: email shortcourses@mafc.mq.edu.au, telephone (02) 9223 6231, or visit our website at www.mafc.mq.edu.au

Payment Details

1. Please make cheques payable to CMBF Limited.
2. All applications for registration must be accompanied by a full payment.
3. Please complete the following details as required and then sign in the space below.

① Payment Method

- Cheque (Cheques please complete step ② below)
- Amex Visa MasterCard
- (Credit Cards please fill in step ② and step ③ below)

② For Credit Card Payments

Card Number

Expiry Date Amount (includes GST)

③ Payer Details

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