



Neuroeconomics

presented in
association with

Presented by

Associate Professor Frank Ashe
Macquarie University Applied Finance Centre

rma AUSTRALIA

Risk Management Association Inc

Course Synopsis

Why are investors impatient about some things, but can rationally delay others? Why do some problems require a great deal of logical thought while others can be solved without thinking? These questions are starting to be answered by looking at what sections of the brain light up when people make economic decisions. Answers can be both comforting and confronting.

Course Content

- How can we measure brain activity related to economic decisions?
- Understanding brain processes:
 - controlled versus automatic
 - cognitive and affective processing
- How the brain organises and retrieves information
- Maximising expected utility leaves out most of the human story - what else we need
- Uses, for example:
 - explaining why investors, CEOs, and trustees know they should think long-term but end up making short-term decisions
 - why do some wrong explanations sound so convincing?
 - another explanation of the equity risk premium.

Designed for

Participants, consultants and advisors in the corporate, economic and financial spheres who want to improve their decision making by gaining a deeper understanding of the brain processes that underlie much of our economic (and general) behaviour.

Presenter

Associate Professor Frank Ashe.

Course Outline

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

CPD - This training course may contribute to your CPD requirements

When

Thursday 1 May 2008
9:00 am to 1:00 pm (half-day course)

Venue

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

Cost

(includes GST, Course Notes, Lunch)
\$ 550.00 (for individual attendees)
\$ 440.00 (for two or more from one organisation)
\$ 330.00 (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
'Neuroeconomics' held in Sydney
Thursday 1 May 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) \$550 (regular) \$440 (bulk) \$330 (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 ③ below)
- Amex Visa MasterCard
- (Credit Cards please fill in step ② and step ③ below)

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