FIN 4315 Behavioral Finance (3 semester credit hours) This course introduces students to behavioral models of decision making with particular attention to finance decision making. These models incorporate the psychological biases, social objectives or bounds to rationality that human decision makers are known to exhibit. The course will also discuss ways in which policies or markets can be designed to take advantage of individuals' psychological biases to achieve desirable outcomes. Examples of applications include investment decisions, retirement savings, and insurance markets, among others. Prerequisites: FIN 3320 and FIN 3330. (3-0) R