

INNOVATIVE RESEARCH APPROACH TO BEHAVIOURAL FINANCE AND DHARMA IN INVESTMENT DECISIONS

Programme(s) in which it is offered: Research-Course Work

Course Category: Core	Schedule of Offering: Odd
Course Credit Structure: 4	Course Code: XXXXXXXX
Total Number of Hours: 60	Contact Hours Per Week: 4
Lecture: 3	Tutorial: 1
Practical: 0	Medium of Instruction: English
Date of Revision: 00-00-0000	Skill Focus: Research and Interdisciplinary Inquiry
Short Name of the Course: IRABF-DID	Course Stream (<i>Only for Course Work</i>):
Grading Method: Regular	Repeatable: Non-Repeatable
Course Level: Advanced	

Course Description

This course is designed to equip research scholars with interdisciplinary and culturally rooted research approaches by integrating behavioural finance theories with Indian Knowledge Systems (IKS), particularly the concept of Dharma. The course encourages the development of innovative perspectives on ethical investing, psychological biases, and decision-making, using academicians in Kerala as a contextual case. Emphasis is placed on rethinking traditional research boundaries and fostering culturally embedded, value-based inquiry models.

Course Objective

- To explore innovative and interdisciplinary research frameworks combining behavioural finance and Indian Knowledge Systems.
- To understand psychological biases in investment decision-making.
- To examine the role of Dharma and ethics in financial choices.
- To critically evaluate regional and demographic variations in investor behaviour.
- To develop culturally embedded research perspectives for ethical investment studies.

Course Outcome

- Demonstrate understanding of behavioural finance and its psychological foundations.
- Analyze the influence of Dharma and IKS on ethical investment behaviour.
- Examine regional and cultural factors affecting investment decisions of academicians.
- Design interdisciplinary research approaches that integrate financial theory with indigenous ethics.
- Propose innovative and culturally relevant models for investor behaviour based on field insights.

PO-CO Mapping

<This should explain how the Course Outcomes (CO) are mapped with the Programme Outcomes (PO). All programmes to have two generic POs which can map to all

minors/proficiency courses and foundation/self-immersion courses. Please tick the respective cells only; leave the other cells blank.>

PO-CO Mapping Matrix

CO/PLO Mapping	PLO 1	PL O 2	PLO 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12	PLO 13	PL O 14	PLO 15	PLO 16
CO1	✓															
CO2		✓		✓												
CO3	✓						✓									
CO4	✓	✓	✓		✓											
CO5			✓		✓		✓		✓	✓						

Prerequisites and other constraints

Basic knowledge of research methods and behavioural theories is required, while familiarity with finance or Indian philosophy is preferred but not mandatory.

Pedagogy

The course will be delivered through interactive lectures, case-based discussions (e.g., Dharma in decision-making), cross-disciplinary readings, research article critiques, and field-oriented assignments and presentations.

Evaluation Pattern

Evaluation Matrix

	Component Type	Weightage Percentage	Total Marks	Tentative Dates	Course Outcome Mapping
Continuous Internal Assessment (CIA) Components*	MSE	20%	10		
	Assignment	40%	20		
	Presentations/ Quizzes	40%	20		
	CIA Marks	100%	50		
ESE		50%	50		

* The assignments involved in CIA will be subject to plagiarism checks. A submission with unexplained similarities exceeding 10% for PhD courses will be reverted for resubmission. The final submission is subject to score penalization as defined by the course instructor at the start of the course, with a clear communication of the same to all the registered candidates.

Module Sessions

Module I

Behavioural Finance – Concepts and Biases: Introduction to behavioural finance – Differences between traditional finance and behavioural models – Key behavioural theories (Prospect Theory, Mental Accounting) – Major psychological biases: Overconfidence, Loss Aversion, Anchoring, Herd Behaviour, Regret Aversion – Real-life implications of behavioural biases on investment decisions – Relevance in the Indian context.

Module II

Dharma and Indian Knowledge Systems in Investment Decisions: Concept of Dharma in Indian Knowledge Systems – Principles of Dharma, Ahimsa (non-violence), and Lokasamgraha (collective well-being) – Ethical foundations of financial decision-making in Indian philosophy – Role of Dharma in shaping personal and societal values – Contrast between IKS-based ethics and Western ESG/SRI models – Application of Dharma in modern financial behaviour.

Module III

Ethical Investment Behaviour of Academicians: Understanding academicians as investors – Role and identity of academicians in educational institutions – Ethical and rational characteristics of academicians – Influence of values, Dharma, and personal belief systems on financial decisions – Patterns of ethical investing – How ethical principles impact risk perception and portfolio choices.

Module IV

Regional and Behavioural Differences among Academicians in Kerala: Regional distinctions in investment behaviour (Southern, Central, and Northern Kerala) – Influence of cultural, social, and educational backgrounds – Behavioural variations across regions – Risk attitudes, preference for certain asset classes – Influence of Dharma and tradition in different districts – Role of regional financial literacy in shaping decisions.

Module V

Financial Literacy and its Role in Behavioural and Ethical Investing: Concept and dimensions of financial literacy – Financial knowledge, attitude, and behaviour – Connection between financial awareness and rational decision-making – How financial literacy reduces biases – Relationship between literacy and Dharma-guided investing – Importance of financial education among academicians – Impact on long-term investment outcomes.

References:

1. Sehgal, S., & Choudhary, K. (2019). *Behavioural Finance: Concepts and Cases*. Sage Publications India.
2. Ackert, L. F., & Deaves, R. (2010). *Behavioral Finance: Psychology, Decision-Making, and Markets*. South-Western Cengage Learning.
3. Shleifer, A. (2000). *Inefficient Markets: An Introduction to Behavioral Finance*. Oxford University Press.
4. Shefrin, H. (2002). *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*. Oxford University Press.
5. Radhakrishnan, S. (1948). *The Bhagavadgita*. HarperCollins.
6. Debroy, B., & Bhattacharya, A. (2019). *The Bhagavad Gita for the Modern Reader*. Rupa Publications.
