



# Are investors rational? A behavioural perspective

24 June 2017 (Saturday), Renaissance Hotel, Johor Bahru

Please register online at [www.tnyconsultancy.com/airabp](http://www.tnyconsultancy.com/airabp)



# Are investors rational? A behavioural perspective

With stock markets' bubbles increased in frequency for the past few decades, the traditional assumption on investor's rationality has been challenged by the rise of behavioural investing. In this course, we will demonstrate proven methodologies in exploiting the market inefficiencies to make above normal investment returns. Various finance theories will be covered to enhance the understanding on how market function. The rise of behavioural investment and the success of investment experts using publicly available information create a challenge to dismiss behavioural finance as an outlier phenomena. How could one equip themselves to avoid those behavioural investing mistakes?

## LEARNING OUTCOMES

Upon completion of this course, participants will be able to:

- Identify the various behavioural investments' mistakes
- Discuss the pros and cons of rational and behavioural investing strategies
- Apply behavioural models to identify misprice stocks
- Analyse financial reports to make investment recommendation
- Evaluate investment opportunities to construct an investment portfolio
- Create an investment policy statement

## METHODOLOGY

Harvard Business School's case study methodology, group discussion, powerpoint presentation and quote.

## WHO SHOULD ATTEND

- CFO/ financial controllers
- Fund managers
- Remisiers
- CMSRL/ ERP holders
- Corporate financial advisors
- Research analysts
- Bankers

## FACILITATOR

TEY SAY YONG OLIVER  
B.ACC (SG), MBA (AU), FCCA (UK), AFA (USA), CA (MY), CTIM (MY)

Oliver is the Principal Consultant at T&Y Corporate Consultancy Sdn. Bhd., providing professional development courses and consultancy services in financial management. He has over twenty years' experience with significant exposure in directing financial functions for large multinational companies.

His past appointments include the positions of Treasury Manager (Asia Pacific) with an Irish-based MNC, Project Controller with a Swiss-based MNC and a Research Fellow in corporate finance with a large Australian university. He is a Human Resource Development Fund (HRDF) certified trainer and teaches MBA programme at Raffles University. Oliver also conducts certified finance courses for the Securities Industry Development Corporation (SIDC). His training customer portfolio includes Fortune Global 500 companies and emerging regional firms. He has conducted public, in-house and HRDF claimable trainings.

Oliver is a Fellow Member of the Association of Chartered Certified Accountants (FCCA), a Chartered Accountant of the Malaysian Institute of Accountants (MIA) and an Associate Member of Chartered Tax Institute of Malaysia (CTIM). Oliver is also a Member of the American Finance Association (AFA). He holds a Master of Business Administration (UniSA) and a Bachelor of Accountancy (Nanyang).

# Are investors rational: A behavioural perspective

## COURSE OUTLINE

### DAY 1

#### SESSION 1

##### INTRODUCTION TO BEHAVIOURAL INVESTING

- Are investors rational when making investment decisions?
- *Harvard's case study 1: Behavioural finance at JP Morgan*
- The two school of thoughts on investors' rationality.
- Conflicting empirical evidences and the Noble prizes.
- What are the behavioural biases commonly found in capital market?
- *Harvard's case study 2: Corning: convertible preferred stock*
- The presence of non-rational noise traders that lead to distortion.
- The efficient market hypothesis and arbitrage pricing model.
- Is all mispricing due to individual investors or professional investors or both?
- The case of overconfident and overoptimistic expert.
- Any rule of thumb to follow to minimise behavioural mistakes?
- *Harvard's case study 3: DFA's entry into retirement market*

### DAY 1

#### SESSION 2

##### COMMON BIASES AND RESULTING ANOMALIES

- Over-reliance on forecasting.
- Over-trading that significantly reduces investment returns.
- Believing that management presentation is informative.
- Contrarian strategies by not following the crowd.
- Value investing incorporating a safety margin.
- Empirical evidence on the effectiveness of avoiding behavioural mistakes.
- *Harvard's case study 4: Livedoor*
- Apply key learnings with Harvard Business Schools' case studies.
- Analysing a Fortune Global 500 firm's annual report to detect bubble.
- Evaluating the validity of established finance news agencies' report.
- Creating a winning strategy using McKinsey's valuation framework.

# Registration Form

You may either register online at [www.tnyconsultancy.com/airabp](http://www.tnyconsultancy.com/airabp) or fill up the registration form and email back to us.

Course title	Are investors rational? A behavioural perspective
Course date	24 June 2017
Venue	Renaissance Hotel, Johor Bahru
Registration Time	8:30AM to 9:00AM
Fees	9:00AM to 5:00PM
	RM 300.00 for ERP and CMSRL members
	RM 400.00 for members of accounting and finance associations
	RM 500.00 for non-members
SIDC Points / CPD Hours	10 CPE points/ 8 CPD hours
Terms and conditions	<ol style="list-style-type: none"> <li>1. T&amp;Y Corporate Consultancy Sdn. Bhd. only recognises reservation upon valid payment.</li> <li>2. T&amp;Y Corporate Consultancy Sdn. Bhd. has a non-refund policy. Transfer to other programme is allowed within 3 months from the registration date. A replacement person with the same course is allowed.</li> <li>3. Cancellation made within 7 calendar days before the event date will not be refunded.</li> <li>4. Registration will be closed 7 calendar days before the event date.</li> <li>5. T&amp;Y Corporate Consultancy Sdn. Bhd. reserves the right to change the venue, alter the speaker(s), cancel/ postpone this programme without further notice. Any payment made will be refunded in full should the programme be cancelled.</li> </ol>

*Participant details to be fully completed for the issuance of certificate of attendance.*

*Complete this form and email to [serena.yap@tnyconsultancy.com](mailto:serena.yap@tnyconsultancy.com).*

*For further enquiry, please call 016-9245319.*

Full name	
Position	
NRIC/ passport no.	
Company's name	
Email address	
Phone no.	
Mobile no.	
SC License/ CMSRL no.	
Accounting and finance associations membership no.	
Business postal address	
Vegetarian diet	<input type="checkbox"/> Yes <input type="checkbox"/> No
Payment Mode	<input type="checkbox"/> 1. Cheque made payable to "T&Y Corporate Consultancy Sdn. Bhd."
	<input type="checkbox"/> 2. Bank into Alliance Bank Malaysia Bhd. A/C no.:011670010031567 with bank-in-slip send to <a href="mailto:serena.yap@tnyconsultancy.com">serena.yap@tnyconsultancy.com</a>
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