



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Behavioural Economics and Finance for Financial Decisions

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 242557 · NQF Level 6 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips financial professionals with a deep understanding of how psychological biases and emotional factors influence financial decision-making. By integrating theories from behavioural economics and behavioural finance, learners will be able to critically evaluate and improve their own and others' financial choices, leading to more rational and effective outcomes in corporate and personal finance contexts.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	242557
Accreditation	SAQA Accredited · NQF Level 6 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Explain key theories of behavioural economics and behavioural finance, including prospect theory, heuristics, and framing effects.
- Analyse how cognitive biases and emotional states influence financial decisions in real-world scenarios.
- Evaluate the impact of emotional factors on market anomalies such as bubbles, crashes, and herding behaviour.
- Apply behavioural insights to improve financial forecasting, risk assessment, and investment strategies.
- Demonstrate the ability to identify and mitigate biases in personal and organisational financial decision-making processes.

WHO SHOULD ATTEND

- Financial advisors, investment analysts, portfolio managers, corporate finance professionals, and anyone involved in financial decision-making who seeks to understand the psychological drivers behind market anomalies and client behaviour.

COURSE OUTLINE

Day 1: Foundations of Behavioural Economics and Finance

- Introduction to behavioural economics vs. neoclassical economics
- Key concepts: bounded rationality, prospect theory, framing effects
- Common biases: overconfidence, loss aversion, anchoring, confirmation bias
- Heuristics in financial decisions: representativeness, availability, affect
- Social influences: herding, social norms, and status quo bias
- Emotional factors: fear, greed, and regret in investing
- Practical implications for financial advisors and consumers
- Case studies: real-world examples of behavioural biases in financial markets

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **4 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 10,300.00	R 10,300.00
1	In-House	R 13,400.00	R 13,400.00
1	On-Campus (Pretoria)	R 15,500.00	R 15,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
21 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
24 Aug 2026	24 Aug 2026	On-Campus	Shenzhen, China
25 Aug 2026	25 Aug 2026	On-Campus	Harare, Zimbabwe
26 Aug 2026	26 Aug 2026	On-Campus	Bangkok, Thailand
27 Aug 2026	27 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
27 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
28 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
31 Aug 2026	31 Aug 2026	On-Campus	Harare, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 242557) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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