

國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：陳俊男

Instructor:Chen, Chun-Nan

課程名稱：行為財務學

Course Title : Behavioral Finance

2026/6/22

<p>課程代號：FB2101701 Course Code 學分數：3 Credits</p>	<p>必選修：選修/半學年 Required/Elective: Elective/Half Yr. 先修課程：財務管理 (BA3208,FB2000,IM4301,MB1205,MI2201) Prerequisites</p>
<p>節次教室：R2(IB-1006) R3(IB-1006) R4(IB-1006) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： Course Objectives</p>	<p>課程將先介紹行為財務學發展背景，並說明展望理論出現之原因，接著探討有限套利和投資人的心理偏誤如何影響投資人的行為。透過系統性的彙整與分析許多心理學如何影響財務學的研究，使學生對行為財務學有清晰完整的概念。 The main objective of this course is to enable students to have a broad understanding of behavioral finance. Specifically, the purpose of this course is to help students learn how to put the traditional tools of corporate finance to their best use, and mitigate the effects of psychological obstacles that reduce value or wealth.</p>
<p>課程大綱： Outline of Lectures</p>	<p>財務學的基礎 行為財務學發展背景與展望理論 心理偏誤概述：經驗法則偏誤 心理偏誤概述：框架相依 過度自信 展望理論對財務決策之影響 經驗法則偏誤對財務決策之影響 市場異常現象：行為財務學的觀點 市場泡沫 行為投資 Foundations of conventional finance: Expected utility. Foundations of conventional finance: market efficiency. Prospect theory Framing and mental accounting. Heuristics and biases. Overconfidence. Investor behavior stemming from heuristics and biases. The impact of heuristics and biases on investor decision-making. The impact of prospect theory on investor decision-making Behavioral explanations for anomalies. Aggregate stock market bubbles and puzzles. Behavioral investing.</p>
<p>授課方式： Method of Instruction</p>	<p>講授 Lecture：0% 分組討論 Group discussion：0% 案例研討 Case study：0% 操做練習 Practical exercises：0% 講授 Lecture：%</p>

教科書：
Textbooks

參考書目：
References

修課須知：
Notice

評量方式：
Grading

備註說明：
Notes