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：投資心理學

Course Title：The Psychology of Investment

2026/11/3

課程代號： FN5116701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	T2(IB-1006) T3(IB-1006) T4(IB-1006)
專業核心能力： Core Professional Competencies	解決問題之能力(Problem Solving) 管理專業知識(Comprehensive management knowledge) 良好溝通表達之能力：口說溝通能力(Oral communication skills);
課程網址： Course Website	
課程宗旨： Course Objectives	透過與投資和心理學等相關議題的討論，本課程旨在讓學生瞭解非理性投資者心理，並創建考量這些非理性心理影響下的個人投資者投資組合。當心理學應用於現實世界的投資時，最佳投資組合是讓投資者可以舒適生活的投資組合，這樣他或她就有能力堅持他或她的投資，同時達到長期投資目標。 Through the discussion of many topics related to investment and psychology, this course aims to enable students to understand irrational investor psychology and to creating individual investors' portfolios that account for these irrational psychology. When applying psychology to real-world investment, an optimal portfolio is one with which an investor can comfortably live, so that he or she has the ability to adhere to his or her investment, while at the same time reach long-term financial goals.
課程大綱： Outline of Lectures	

1.何謂心理學
2.投資心理學的歷史
3.將投資人心理面整合至資產配置的過程
4.過度自信偏誤
5.代表性偏誤
6.定錨與調整之偏誤
7.認知失調偏誤
8.易取性偏誤
9.自我歸因偏誤
10.控制錯覺偏誤
11.保守性偏誤
12.模糊趨避偏誤
13.原賦偏誤
14.自我控制偏誤
15.樂觀偏誤
16.心理會計偏誤
17.肯證型偏誤
18.後見之明型偏誤
19.損失趨避偏誤
20.近期偏誤
21.避免後悔型偏誤
22.框架效應偏誤
23.現存狀態偏誤
24.案例探討 1.What Is Psychology?
2.The History of Investment Psychology
3.Incorporating the Psychology of Investing into the Asset Allocation Process
4.Overconfidence Bias
5.Representativeness Bias
6.Anchoring and Adjustment Bias
7.Cognitive Dissonance Bias
8.Availability Bias
9.Self-Attribution Bias
10.Illusion of Control Bias
11.Conservatism Bias
12.Ambiguity Aversion Bias
13.Endowment Bias
14.Self-Control Bias
15.Optimism Bias
16.Mental Accounting Bias
17.Confirmation Bias
18.Hindsight Bias
19.Loss Aversion Bias
20.Recency Bias
21.Regret Aversion Bias
22.Framing Bias
23.Status Quo Bias
24.Case Studies

授課方式： Method of Instruction	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：%
教科書： Textbooks	
參考書目： References	
修課須知： Notice	
評量方式： Grading	

備註說明：
Notes