ONE WEEK (ATAL)

FACULTY DEVELOPMENT PROGRAM (FDP)

ON

Behavioural Finance and Decision Sciences: Bridging Psychology, Markets, and Financial Decision-Making

(September 7-12, 2026)

(Offline Mode)

ORGANISED BY

School of Management

(Approved by AICTE)

Pandit Deendayal Energy University

Gandhinagar - 382426, Gujarat

SPONSORED BY

AICTE, NEW DELHI

UNDER

AICTE Training & Learning (ATAL) Academy

About University

Pandit Deendayal Energy University (PDEU), NAAC A++ rated, located in Gandhinagar, Gujarat, is a premier multidisciplinary university promoted by GERMI and supported by the Government of Gujarat. Established in 2007, PDEU has evolved from a niche energy-focused institute into a comprehensive university offering programs in engineering, management, liberal studies, and public policy. The university is known for its strong industry interface, research orientation, and global collaborations. With state-of-the-art infrastructure, experienced faculty, and a focus on innovation, sustainability, and entrepreneurship, PDEU aims to develop skilled professionals and thought leaders capable of addressing complex global and national challenges.

About B-School

The School of Management at Pandit Deendayal Energy University is a leading business school within TOP 100 NIRF rank, offering industry-aligned MBA and doctoral programs with a focus on analytics, finance, marketing, and energy and infrastructure management. The school emphasizes experiential learning through case studies, live projects, and industry interactions. With a strong research orientation and collaborations with corporate and academic partners, it nurtures future-ready professionals equipped with managerial, analytical, and leadership skills. Its contemporary curriculum and focus on sustainability, innovation, and ethics prepare students to excel in a dynamic global business environment.

About Atal Academy

AICTE Training and Learning (ATAL) Academy is established with the vision "To empower faculty to achieve goals of Higher Education such as access, equity and quality". AICTE is committed for development of quality technical education in the country by initiating various schemes launched by Government of India, Ministry of Human Resource Development Council. Addressing contemporary skill needs, it provides comprehensive training to faculty and students. This equips them with advanced expertise, enhancing employability and global competitiveness. Through its Faculty Development Programmes (FDPs), the AICTE Training and Learning (ATAL) aims to provide high-quality training for Faculty member, Postgraduate students, and Research scholars, to facilitate domain knowledge, leadership skills, community engagement, effective pedagogy, and communication

About ATAL FDP

A Behavioral Finance Faculty Development Program is essential today due to its role in bridging academic finance theories with real-world decision-making. Behavioural Finance has emerged as a critical domain that challenges the assumptions of traditional finance by integrating insights from psychology, cognitive science, and decision theory. Financial crises, market anomalies, and irrational investor behaviour highlight the limitations of classical models. This ATAL FDP aims to equip faculty and researchers with:

- Conceptual grounding in behavioural theories
- Empirical tools for analysing investor behaviour
- Applications in portfolio management, corporate finance, and policy-making

This ATAL FDP aligns with national priorities of strengthening research, innovation, and interdisciplinary learning. It equips educators with insights into psychological influences on financial choices, preparing them to teach students about behavioral nuances for a more comprehensive understanding of finance

Objectives of the FDP

The proposed FDP aims to introduce participants to the core concepts of behavioural finance and decision sciences, particularly in the context of investment management. It seeks to examine various behavioural biases and understand their impact on financial decision-making and global financial markets. The program will enable participants to analyse real-world market anomalies using behavioural frameworks and appreciate their implications for financial systems. Further, it focuses on developing an application-oriented understanding of behavioural insights in investment and corporate finance decisions. The FDP also intends to train participants in behavioural research methodologies, supporting their doctoral and post-doctoral research endeavors. Additionally, it promotes the adoption of case-based and experiential teaching practices to enhance pedagogy in the domain of behavioural finance.

Pedagogy

Participants will be trained using:

- Expert lectures
- Case study discussions
- Behavioural experiments and simulations
- Data analysis exercises (Excel / basic tools)
- Research paper reviews
- Interactive Q&A sessions

Expected Outcomes

Upon successful completion of the FDP, participants will gain a comprehensive understanding of behavioural biases that influence financial decision-making. They will be equipped to apply behavioural insights in designing effective investment strategies and interpreting market behaviour. Participants will develop the ability to analyse market anomalies using established behavioural frameworks, thereby enhancing their analytical skills. The program will also enable them to design and conduct research in behavioural finance, particularly for academic and doctoral purposes. Additionally, participants will be able to integrate behavioural concepts into their teaching methodologies and professional consultancy, thereby improving both academic delivery and practical financial decision-making applications.

Target Audience who can apply

- Faculty members from AICTE-approved institutions (Finance, Economics, Management) and Research scholars (PhD / MBA / M.Com)
- Industry professionals like Investment advisors, Banking & financial services professionals and FinTech practitioners

Registration

- There is no registration fee for the participants. Number of participants is limited to a maximum of 50. Selected candidates will be intimated through e-mail.
- All Participants must upload their Identity Card and NOC from their approving authority for attending the FDP, to register for FDP
- Registration has to be done through https://atalacademy.aicte-india.org/signup
  For more information, kindly visit https://atalacademy.aicte-india.org/FAQs

Selection and Certification Criteria:

Selection will be done based on first-cum-first-serve basis and the confirmed candidate will be notified. A test will be conducted at the end of the programme. The certificates shall be issued to those participants who have attended the programme with minimum

80% attendance and scored minimum 70% cumulated weightage in the following aspects in the weightage mentioned.

1. Attendance – minimum 80% attendance essential. 100 % attendance - (individual) - weightage 20%
2. One assessment, - combination of MCQs/short answer type etc. -(Individual) - weightage10%
3. 2 Page Article Summary/per Team - (Team & Individual)- - weightage30%
4. Output of practical sessions -(Individual)-weightage15 %
5. Report/outcome of Industrial visit- (Team) at the last session -weightage10%
6. Reflection Journal - (Individual) - at the last session -weightage15%

Resource Persons

Resource persons are eminent personalities with expertise in behavioural finance from premier Institutes and industries.

Dr. Himanshu Barot
Founder and Director
Kalpvruksh Wealth Pvt. Ltd.
Ahmedabad

Dr. Shikta Singh
Associate Professor
School of Management
KIIT University, Bhubaneswar

Dr. Avani Desai
Professor
Indian Institute of Management (IIM), Ahmedabad

Dr. Ranjit Singh
Professor
Indian Institute of Information Technology, Allahabad

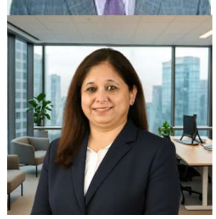
Dr. Heena Joshi
Associate Professor
National Forensic Sciences University
Gandhinagar

Ms. Priyanka Acharya
Founder CEO
Laxmi Gyan
Mumbai

Dr. Samveg Patel
CFA, Consultant,
Associate Professor
Narsee Monjee Institute of Management Studies, Mumbai

Dr. Yash Bhatt
Founder CEO
Accurate Money Mart PVT. Ltd
Ahmedabad

Dr. Yuvraj Vyas
Founder Director
My school of Finance
Ahemdabad



Dr. Meghna Dangi
Senior VP,
HN Financial Products
Surat

ATAL FDP Course Content

- Foundations of Behavioural Finance
- Heuristics and Cognitive Biases
- Prospect Theory and Risk Behaviour
- Investor Behaviour: Herding, sentiment
- Market Anomalies and Behavioural Finance
- Behavioural Portfolio Theory and Mental accounting
- Behavioural Corporate Finance and Managerial biases
- Behavioural Finance in FinTech: Robo-advisory and Algorithmic biases
- Research Methods in Behavioural Finance
- Case Studies in Behavioural Finance

Organizing Committee

Chief Patrons

Prof. (Dr.) Sundar Manoharan

Director General - PDEU

Patrons

Prof. (Dr.) Bhawanisingh Desai

Dean- R&D - PDEU

Prof. (Dr.) AKS Suryavanshi,

Director – SoM, PDEU

Coordinator

Dr. Narayan Baser

Associate Dean – SoM, PDEU

Email: narayan.baser@spm.pdpu.ac.in

Mobile: 9427340390

Co-Coordinator

Dr. Akash Patel

Associate Professor – SoM, PDEU

Email: akash.patel@spm.pdpu.ac.in

Mobile: 9426441212

School of Management - (SoM)

Pandit Deendayal Energy University – (PDEU)

Raisan, Gandhinagar- 382 426 Gujarat

https://pdeu.ac.in/school-of-management