



# BEHAVIORAL ECONOMICS

**WITH SANJAY BAKSHI**

**FEBRUARY 12 - 15, 2025**



# ABOUT THE FLAME INVESTMENT LAB

FLAME was founded with the concept of liberal education as its cornerstone. FLAME celebrates ideas, cherishes diversity, and strives to deliver an academic experience that fosters intellectual curiosity, a critical thought process, self-reflection, leadership and teamwork skills, a sense of commitment and professionalism and a heightened sensitivity to one's sociocultural environment. FLAME aims to provide an interdisciplinary platform of education by propagating different models and paradigms through, but not limited to, history, philosophy, political sciences, psychology, business, economics, mathematics and finance.

As part of its endeavor to constantly redefine education, FLAME inducted the FLAME Investment Lab (FIL), an initiative that strives to deliver the concepts and decipher

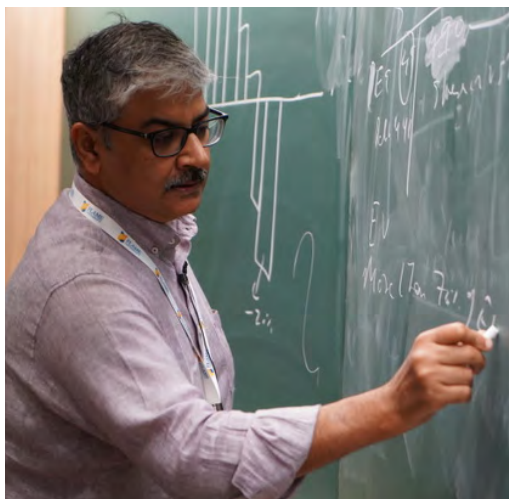
the art of value investing to interested students. FIL believes in the dictum "invest in yourself". It provides tools for self-learning and acquiring knowledge, constantly striving for intellectual stimulation and asking questions. FIL strives to widen your horizons, aiding you to connect the dots within seemingly disparate information. FIL truly believes that the best investment is investing in yourself. As Socrates has said, "I cannot teach anybody anything. I can only make them think."

After successfully hosting multiple FLAME Investment Lab programs, we are excited to announce the '**FLAME Investment Lab - Behavioural Economics program with Sanjay Bakshi**', from February 12 - 15, 2025.

## OUR PHILOSOPHY



# SPEAKER



## SANJAY BAKSHI

Sanjay Bakshi is a Distinguished Adjunct Professor - Finance at FLAME University. Previously he was Adjunct Professor at Management Development Institute, Gurgaon. Sanjay has twenty-five years of teaching experience. He is also a Managing Partner at ValueQuest Capital LLP, a SEBI Registered Investment Adviser.

Sanjay received M.Sc. (Economics) from London School of Economics and Political Science and B.Com. (Hons.) from University of Delhi. He is also a Fellow member of the Institute of Chartered Accountants of India.

Sanjay is 59 years old and lives in New Delhi with his wife and two daughters.

# PROGRAM DESCRIPTION

Economic theory provides insight into how rational players should ideally behave, while social psychology reveals how individuals often act irrationally due to various psychological tendencies known as “biases.”

This program integrates the “rational man” models from economics with the “foolish man” models from psychology. Through this approach, participants will gain:

- The ability to analyse diverse business models through the perspectives of a microeconomist and a social psychologist.
- Insights from cases of successful business managers who blend microeconomic and social psychology models to develop and sustain a competitive edge.
- Lessons from business managers whose irrational choices lead to significant value loss for owners and lenders.
- The skills to identify biases that result in irrationally low or high stock prices and relate these to behavioral models taught in the program, allowing them to craft investment strategies that exploit specific market inefficiencies.
- The capacity to critically assess and enhance their decision-making processes by recognising and addressing various psychological biases.

## WHAT NOT TO EXPECT?

The program is about developing the right-thinking style to become more rational. While this has many useful applications and investing wisely is one of them, if you are contemplating attending this workshop to find ways to get rich quickly, then please do not apply as you will be disappointed.

The program is not suitable for traders or for people looking for stock tips.

## SELECTION CRITERIA

This program is for curious, open-minded participants who have a deep interest in decision-making processes (especially in the field of business analysis and investing) and how to improve their decision frameworks. This interest will be evaluated in the application materials submitted by the participants.

## OTHER INSTRUCTIONS

- Since this is a case-study based approach and there could be some classroom exercises, it would be recommended to bring your own laptop.
- Please note that active participation of applicants is a must, since case studies will be covered. You will be required to sit and study cases in class, post which there will be discussions on the same.
- There may also be a couple of guest sessions by market practitioners.

# APPLICATION PROCEDURE

To apply the applicant must complete the application form.

**APPLY NOW**

## PROGRAM FEES

- **INR 45,000 plus GST (INR 53,100) which includes tuition, course materials, meals and on campus accommodation.**
- **The fee does not include travel and other incidental expenses.**
- **Candidates need to submit the application form online.**
- **On being selected for the program, candidates will receive an online payment link. Selected candidates must complete the payment within 5 days of receiving their selection notification, which is latest by January 11, 2025. Kindly note, even if the application is submitted, but the payment is not made within the communicated deadline, the application will be deemed incomplete and annulled.**

## WITHDRAWAL AND CANCELLATION POLICY

1. In the event that FLAME University is unable to provide the program, all fees will be fully refundable.
2. For selected candidates:
  - If request for withdrawal is received before and up to January 22, 2025, full amount of the fee paid shall be refunded.
  - If request for cancellation is received after January 22, 2025, 10% of the fee paid shall be refunded. GST on cancellation will be applicable.

## APPLICATION DEADLINE

30th December, 2024

## SELECTION NOTIFICATION

Confirmation emails will be sent to the selected participants by January 06, 2025. Payment for the program must be received by January 11, 2025, failing which the application will be annulled.

## VENUE

### **FLAME University**

Gat No. 1270, Lavale, Off. Pune Bangalore Highway,  
Pune - 412115, Maharashtra, India.









## FACILITIES AND INFRASTRUCTURE

FLAME offers 70 acres of tranquil space, just 13 kms. from the Pune University main gate. It is an eco-friendly campus adjoining a 18-hole golf course. FLAME has an international sized cricket ground, football, tennis, basketball and volleyball courts, outdoor Olympic sized swimming pool, track and field, futsal and handball at their disposal. A fitness and conditioning studio, badminton courts, billiards tables, squash courts, table tennis, carrom and chess ensure that FLAME's sports facilities are second to none.

Its academic spaces include lecture theatres, conference rooms, a library, a performing arts studio, a visual arts studio, a sculpture studio, Physics, Chemistry and Biology labs, Financial Research lab and amphitheatres. Some of the other amenities include cafes, Wi-fi connectivity, an infirmary and an ambulance in case of emergency.

During the duration of the program, participants are encouraged to explore the campus and use the facilities FLAME offers.

## ACCOMMODATION

Accommodation will be provided in an AC, single occupancy room to all participants at the FLAME campus in Pune for three nights of 12,13, and 14 February, 2025.

## CONTACT

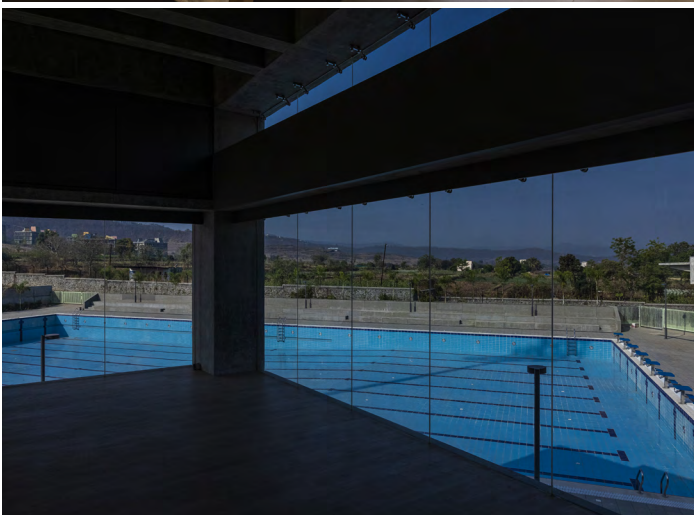
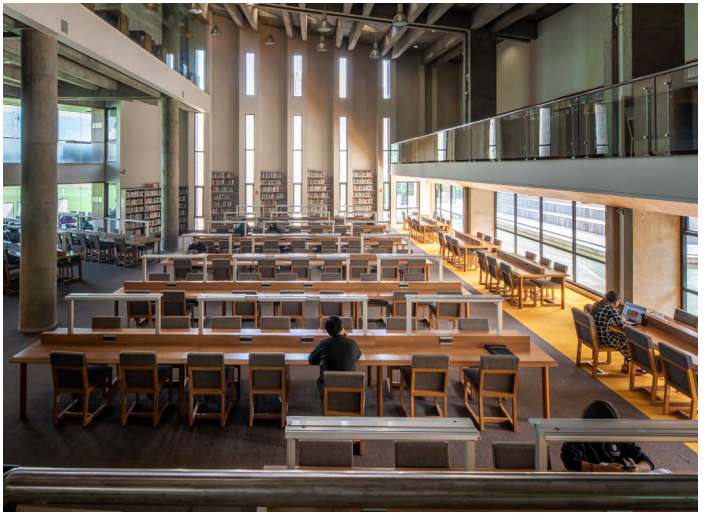
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# WHAT THEY SAY





EVERLASTING  
*impact*