

## **MANA 7336: Human Resource Management**

Goals for MANA 7336:

- a. The objective of this course is to develop expertise in how managers and HR departments can best utilize the firm's human resources to achieve firm and individual goals.
- b. Students will develop a basic understanding of the core components of human resource management including:
  1. Human Resource Strategy and Planning
  2. Staffing
  3. Training
  4. Compensation and Benefits
  5. Performance Management
  6. Labor Relations

## FINA/MANA 7329: Behavioral Finance

Goals for FINA/MANA 7329:

- a) The chief goal of the class is to help you to accumulate “enough” wealth to live comfortably throughout your life. Because the stock market is important for building wealth, our focus will be on operating characteristics of a) the stock market and b) you as a decision maker within it. We will examine two major questions.
  - i) Can the stock market be predicted? Our focus will be on long term success. It is extremely difficult to accurately predict the stock market in the long term.
  - ii) What decision processes are used by investors and how do they lead investors astray? We are “programmed” to seek patterns in information and to extrapolate from limited information. Thus, we find it easy to believe that we have found “the method” for predicting the market. Unfortunately, this is very risky because the market is extremely unforgiving.
  
- b) A second goal is to provide you with a sound conceptual foundation in behavioral finance. Behavioral finance is a) the study of how systematic departures from rationality affect financial markets and the welfare of investors and b) a new field focused on the interface between finance and the behavioral fields. Three general topics comprise the field. The first major topic is the decision behavior and errors of individuals acting within a market context such as the stock market. The second is application of psychological principles to predict market movement. Third are real world market anomalies, which are difficult to explain with market models such as the efficient market hypothesis. The emphases for the class are a) understanding individual decision behavior within a market context (85%), and c) applying psychological principles to modify parameters within market models (5%), and c) market anomalies (10%).