WSB MERITO UNIVERSITY GDANSK

Investment Psychology

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time

Study form: Traditional (on-site)

Features: Bachelor's degree • From October • English • 6 semesters

City: Gdańsk

What will you learn?

- **Individual investor psychology:** Learn the motives that drive private investors, how their decisions differ from those of professionals, and how emotions and biases influence their choices.
- **Institutional investor psychology:** Explore the decision-making differences between individual and institutional investors (e.g., investment funds, banks), including factors shaping their strategies and decisions.
- **Investor motivations:** Learn the core motivations driving investors, ranging from profit-seeking to factors like control, prestige, or status[web:92][web:94][web:95].
- **Aggressive vs. conservative investment behavior:** Understand why some investors take more aggressive risks, while others prefer safer strategies. Factors include emotions (greed, fear), cognitive biases, herd behavior, and the desire for financial security[web:92][web:96].

Work opportunities

- **Investment advisor:** Guides clients in financial decisions, offers personalized strategies, analyzes markets, manages portfolios, and tailors advice to client needs.
- **Trader:** Buys and sells financial assets on markets to seek profit, making quick decisions in dynamic environments.
- **Financial psychologist:** Helps clients manage investing emotions, supports overcoming issues like fear of loss or greed.
- **Behavioral Finance Specialist:** Studies emotions in finance and works in consulting, finance, or banks.
- **Risk Management Consultant:** Identifies and assesses risks for firms.
- **Financial Market Psychology Analyst:** Forecasts and analyzes investor behavior.

Study program

Practical studies

We teach to best prepare you for real-world work challenges.

- **Group projects** – solve business problems.
- **Simulations** – make market decisions.
- **Internships** – get work experience.
- **Lectures with practitioners** – learn from experts.
- **Modern tools** – work with top tech.
- **Case studies** – analyze real examples.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

Selected major-specific courses

- Macroeconomics
- International financial markets
- Law in finance
- Basic of management
- Modern Banking Systems
- Introduction to studies
- Basics of Quantitative Methods
- Basic of psychology
- Fiscal policy
- International tax systems
- Microeconomics
- Basics of Investment
- Information Technologies
- International Accounting Standards
- Physical education
- Business ethics
- Application of Quantitative Methods
- International Marketing
- Corporate Finance

Selected specialization courses

- Financial market instruments
- Psychology of investment decisions
- Investment risk assessment
- Technical analysis of financial markets
- Alternative investments
- Investment strategies in practice

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Foreign language study

For full-time studies:

- 240 hours of learning one foreign language (60 hours per semester, from the 2nd to the 5th semester).

For part-time studies:

- 64 hours of learning one foreign language in the 2nd and 3rd semesters.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own project!

How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor’s or Engineer’s) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.
Learn more

Take the first step – register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents.
Learn more

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