



Global Finance - Investment Psychology

- Program - studia I stopnia

full-time IN MARCH Bachelor's English

What will you learn if you choose Global Finance

Psychology in Investment – Understanding the Human Factor

The "Psychology in Investment" specialization offered within the Global Finance program at Merito University in Gdańsk focuses on the crucial role human behavior plays in financial decision-making. It explores how emotions, cognitive biases, and social influences impact investors, markets, and financial institutions. Students gain insight into behavioral finance, learning how psychological mechanisms affect risk perception, investment choices, and market dynamics. This knowledge prepares graduates to better understand investor behavior and to develop strategies that mitigate irrational financial decisions.

Practical Skills for Modern Finance Professionals

This specialization combines academic knowledge with practical skills, equipping students with tools to assess and predict investor reactions in real-world financial contexts. Through case studies, simulations, and interdisciplinary coursework, participants learn how to interpret market signals and apply psychological insights in investment analysis and portfolio management. Graduates are well-prepared for careers in finance, asset management, and consultancy, where understanding the human element is key to making informed and effective financial decisions.



Excellent career
prospects



Partnering with
industry leaders



Optional
internationally
recognized certificates

Key program features

Practical studies

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 english_gdansk a studentem zawierana jest w formie pisemnej.



We teach to best prepare you for the real challenges you will face in your career.

Group projects - real business problems.

Simulations - decisions under market conditions.

Internships and placements - experience in companies.

Lectures with practitioners - experts from the market.

Modern tools - current technologies.

Case studies - analysis of real cases.

SPECIAL SUBJECTS:

Analysis of international markets

Management of cultural diversity

Managerial economics