

EE434

Semester 1/2021

Assignment

This assignment is weighted 15% of the total score of this semester.

There are two sections: **Job talk** and **Elevator Pitch**.

Objectives:

1. To practice delivering effective presentation in a very short amount of time
2. To learn more about a topic of your interest in behavioral finance and to think and present possible applications of behavioral finance concept

Instruction:

1. Pick one behavioral finance concept. It can be a type of behavioral anomaly or behavioral bias. It should be a topic that you are strongly interested in.
2. Produce “Job talk” and “Elevator Pitch”, of which the detailed instructions are below.
3. This is an individual project. You are encouraged to discuss and consult with your friends but your work must be done and handed in individually.

Job talk: 15-page slide deck

Produce 15-page slide deck. You can design your own story line of the presentation.

Suggestion for the topics included are such as:

- What is the behavioural anomaly of your interest ? What is the definition?
- What motivate you to take the time to learn about this particular topic?
- What are the benefits of knowing about this particular behavioural anomaly? It can be about investing strategy, application for doing businesses, the insight for financial phenomena etc.

You don't need to present this 15-slide deck, but should prepare it as if you can present it in a job interview.

Elevator Pitch: 3-min video clip

Consolidate your job talk and record yourself presenting as if you are pitching your idea to your future business partner within the time spent on an elevator ride.

Due date: December 10, 2021 via google classroom