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NEUROFINANCE & STRATEGIC FINANCIAL INTELLIGENCE - CERTIFIED

Start Date:	15/03/2027	**End Date:**	19/03/2027
Categories:	Finance & Accounting	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This course introduces a new perspective on finance by integrating neuroscience and behavioral economics with traditional financial analysis. Participants will learn how human behavior, emotions, and cognitive biases affect financial decisions—and how to lead more strategic and stable financial planning using these insights. In collaboration with Neuro Business School, Barcelona, Spain.

OBJECTIVES

By the end of the course, participants will be able to: – Understand how emotions and cognitive biases influence financial behavior. – Learn how neuroscience supports better budgeting, forecasting, and risk management. – Integrate behavioral finance into strategic decision-making. – Analyze financial data with greater insight into underlying human factors. – Apply neural network principles for predictive financial modeling.

COURSE OUTLINE

1. Brain & Money: Foundations of NeuroFinance 2. Behavioral Economics in Budgeting & Investment
3. Cognitive Biases in Financial Decision-Making 4. Neural Networks in Forecasting & Risk Strategy
5. Strategic Finance Lab: Building Brain-Smart Models

TARGET AUDIENCE

All supervisory levels, CFOs, financial analysts, controllers, finance managers, business analysts, and consultants seeking to upgrade financial practices with behavioral and neuroscientific insight.

METHODOLOGY

Workshops, behavioral finance case studies, forecasting model demos, group scenario planning, and strategic finance simulations.

CONCLUSION

By the end of the course, participants will better understand how real financial decisions are made—and how to use brain-based methods to create more stable, accurate, and strategic financial

plans.

DAILY AGENDA

Day 1: Brain & Money: The Science of Spending, Saving and assessing financial risk

Explore how neural systems and emotions influence financial behavior—why we overspend, undervalue risk, or misjudge long-term investments. The tools of neuromarketing at play and how they govern our spending pattern.

Day 2: Behavioral Economics in Practice

Analyze common money biases (loss aversion, sunk cost fallacy, framing effects) and how they impact corporate finance.

Day 3: Judgment & Decision-Making in Finance

Discover how attention, stress, and emotional framing shape budget approvals, investments, and forecasts.

Day 4: Neural Networks in Business Forecasting

Learn how AI and neural network models enhance risk assessments and predictive financial accuracy.

Day 5: Strategic Financial Intelligence Lab

Design and present strategic financial models informed by neuroscience and behavioral forecasting.

For more information, please contact us:
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