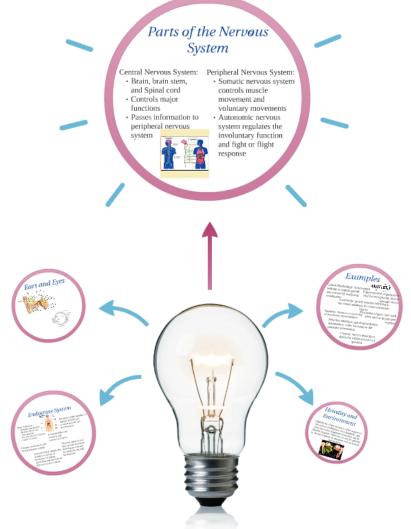
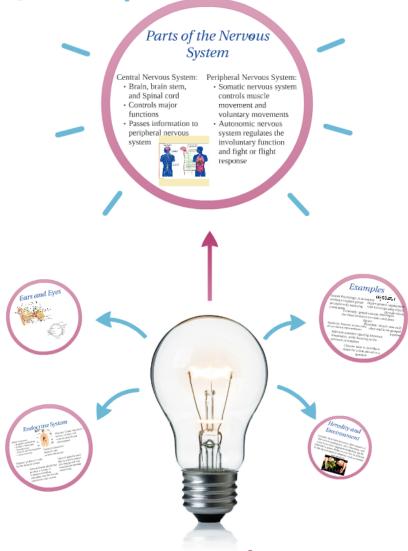
Value investing and human Behavior Harvard Case Solution & Analysis



Human Behavior

TheCaseSolutions.com

Value investing and human Behavior Harvard Case Solution & Analysis



**Human Behavior** 

TheCaseSolutions.com

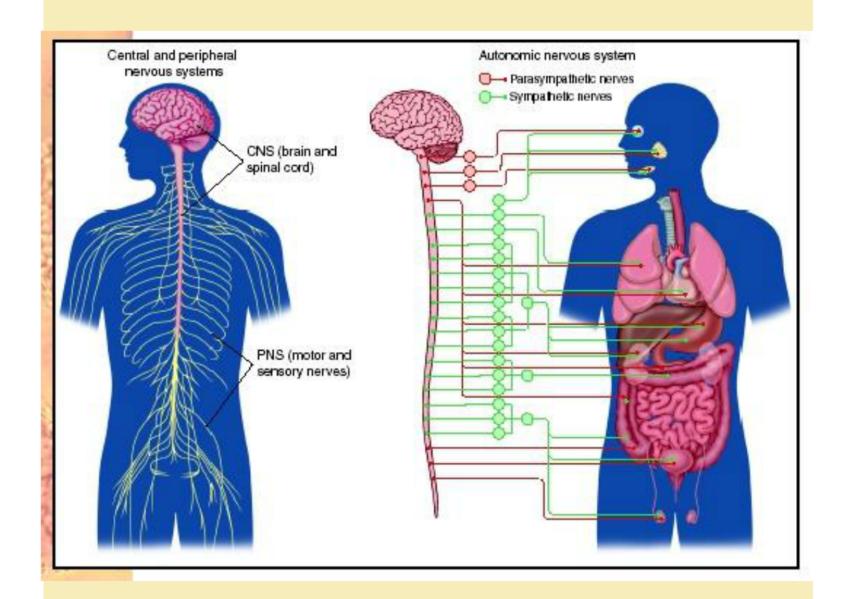
## Parts of the Nervous System

Central Nervous System:

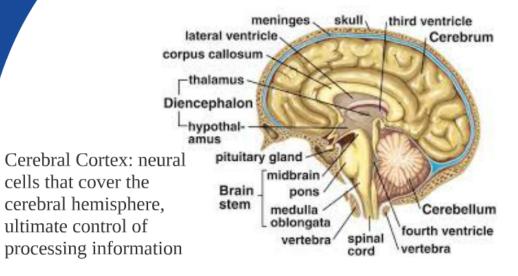
- Brain, brain stem, and Spinal cord
- Controls major functions
- Passes information to peripheral nervous system

Peripheral Nervous System:

- Somatic nervous system controls muscle movement and voluntary movements
- Autonomic nervous system regulates the involuntary function and fight or flight response



## Parts of the Brain

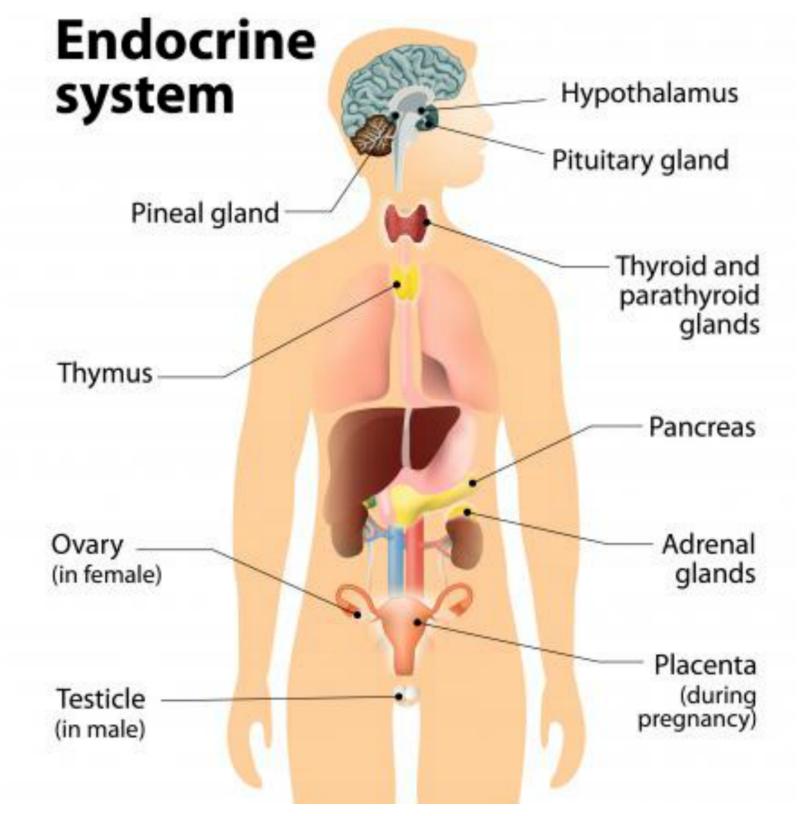


Motor Cortex: located in back of brain and controls voluntary functions

Hypothalamus: controls eating, drinking, and body temperature

Sensory Cortex: processes sensations

Corpus
Callosum:
largest bundle
of fibers,
connects the
two sides of
the brain



sm

S

## Endocrine System

**Major Functions:** 

· Regulate metabolism

Produce Hormones

Reproduction

Growth and Development

Tissue Function

Pituitary Gland: attached to bottom of brain and controls growth and development

Located behind 3rd ventricle and secretes hormones

Thymus: produces T cells for the immune system

> Adrenal Gland: glands that affecting growth and produce a variety of hormones including adrenaline and the steroids aldosterone and cortisol

Thyroid: gland in neck that secretes hormones development through metabolism



Genetics have been known to affect aspects of life such as intelligence, color blindness, and some have even suggested alcoholism can be affected by genes. Behavior can also be affected by the environment in situations such as manors

and smoking

