

<b>Behavioural Economics</b>						
<b>Module Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>	
	90 hrs.	3	4	Only winter semester	1 Semester	
<b>1</b>	<b>Module Components</b>		<b>Teaching Language</b>	<b>Contact Hours</b>	<b>Self Study</b>	<b>Class Size</b>
	a) Behavioural Economics		a) English	a) 22,5 hrs.	a) 67,5 hrs.	a) 30
<b>2</b>	<p><b>Learning Outcomes</b></p> <p>After successful completion of the module the students are able to</p> <p><b>Knowledge (1)</b>            ... outline and present the strengths and weaknesses of classical economic tools used for the description of business decisions within the firms' competitive and regulatory environment.            ... outline and present the foundations of behavioural economics useful for the analysis of the decision making process by managers, consultants and policy makers in specific business situations considering the role of psychological phenomena.</p> <p><b>Comprehension (2)</b>            ... understand, describe, and explain the main arguments behind the role of behavioural biases in the impact of specific economic policies that affect how market works (e.g. savings, energy use, education, health care), as well as their expected consequences.            ... understand, describe, and explain the main tools used in behavioural economic approaches that explain the role of psychological factors that influence, bias and interfere with managers' decisions and the performance of firms in imperfectly competitive markets.</p> <p><b>Application (3)</b>            ... apply and use the acquired tools in simulated and real market situations that deepen the understanding of consumers' behaviour.            ... apply and use the main methods used for the qualitative and quantitative behavioural economic analysis (e.g. drawing from the modules on research methods) in order to assess business opportunities and market behaviour.</p> <p><b>Analysis (4)</b>            ... analyse the validity of existing studies on the role of consumers and firm decision processes from a behavioural perspective.            ... analyse the impact of psychological biases on the most relevant business strategies available to a firm in specific market configurations and the conditions.</p> <p><b>Synthesis (5)</b>            ... analyse, evaluate, and assess the behaviour of consumers and firms in specific markets taking following a interdisciplinary disciplinary approach comprising economics, psychology and market research, among others.</p>					
<b>3</b>	<b>Individual Component Content</b>					

	<ul style="list-style-type: none"> <li>a) - Review of Decision Theory</li> <li>- Weaknesses and Anomalies of Classical Economic Analysis</li> <li>- Introduction to Prospect Theory</li> <li>- Behavioural Game Theory</li> <li>- Social Preferences: Altruism, Envy, Fairness and Justice</li> <li>- Topics: Heuristic and Biases, Ecological Validity, Mental Accounting, Individual Differences</li> </ul>
<b>4</b>	<p><b>Teaching Methods</b></p> <ul style="list-style-type: none"> <li>a) Lecture / Practical</li> </ul>
<b>5</b>	<p><b>Prerequisites</b></p> <p>Successful completion of the Module „Economics“</p>
<b>6</b>	<p><b>Methods of Assessment</b></p> <ul style="list-style-type: none"> <li>a) Graded Assessment 1K (Written Exam) (3 LP)</li> </ul>
<b>7</b>	<p><b>Applicability of Module</b></p> <p>Business Management and Psychology B.A. (BMP)</p>
<b>8</b>	<p><b>Person Responsible for Module</b></p>
<b>9</b>	<p><b>Reading List (Core Texts and Recommended Texts)</b></p> <ul style="list-style-type: none"> <li>a) Lecture Notes (Available on FELIX).</li> <li>Angner, E. (2016) A Course in Behavioral Economics. 2nd Edition. Palgrave.</li> <li>Bazerman, M. H. and D. A. Moore (2013) Judgement in Managerial Decision Making. 8th Edition. Wiley.</li> <li>Camerer, C. (2003) Behavioral Game Theory. Princeton.</li> <li>Goolsbee, A., S. Levitt and C. Syverson (2013) Microeconomics. 1st Edition. Worth.</li> <li>Kahneman, D. (2012) Thinking, Fast and Slow. Penguin.</li> <li>Mankiw, N. G. and M. P. Taylor (2012) Economics. 2nd Edition. Cengage.</li> <li>Thaler, R. (2016) Misbehaving: The Making of Behavioral Economics. Norton.</li> <li>Published research in leading business and economics journal</li> </ul>