



Behavioral Economics with Business Applications 7.5 cr

Beteendeekonomi med företagsekonomiska tillämpningar 7,5 hp

Set by Faculty of Education and Business Studies

Version

Set at

Valid from

3/3/21

HT2021

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| Level | G1N |
| Education level | First cycle |
| Course identifier | NEG004 |
| Credits | 7.5 cr |
| Main field of study | Economics, Business Administration |
| Subject group | Economics |
| Disciplinary domain | Natural sciences 50.0 % Social sciences 50.0 % |

Learning outcomes After completing the course, the student should be able to:

Knowledge and understanding:

- Explain key concepts and theories in behavioral economics. (1)
- Describe central problems, contemporary and historical, in the field of behavioral economics. (2)
- Identify sources to why people's behavior, perceptions and decision-making may deviate from the economically rational. (3)

Ability and competence:

- Discuss perspectives on behavioral economics in relation to a neoclassical framework. (4)
- Show how behavioral economic perspectives can be applied to understand and analyze people's behavior in business contexts. (5)

Values and approach:

- Reflect on the relevance of behavioral economic results for wider societal issues. (6)

Course content

An overview is given of the field of behavioral economics and its central concepts and theories, its history and current situation. Presented are behavioral economic theories and

concepts with emphasis on the psychological framework that has its origins in Kahneman and Tversky's research tradition. A conceptual overview of the natural science methods that are applied within the field is given.

It is presented how behavioral economic theories and concepts can be used to understand why people behave as they do in economic contexts and why the behavior is sometimes economically irrational, for example in connection with negotiations, economic agreements, consumer choices, buying and selling behavior in the stock market, investments and bidding in auctions.

Behavioral economic perspectives on marketing, management, organization and accounting are given and it is shown how behavioral economic perspectives are relevant in business contexts.

Teaching Lectures and seminars

Prerequisites General entry requirements.

Examination Written assignment, seminar

Grade A, B, C, D, E, Fx, F

Other regulations Grading is based on the grading of the written assignment, together with a pass on the seminar.

Sustainable environment A minor part of the course content deals with sustainable development.

Module

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| 0010 | Written assignment (learning objective 1, 5-6) | 6.5 cr | Grade: AF |
| 0020 | Seminar (learning objective 2-4) | 1 cr | Grade: UG |