



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioral Economics							
Course Code		İKT404		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to explain the concept of behavioral economics, to ensure assimilation methods and methods and to improve decision-making under uncertainty and risk and the perception of the probability							
Course Content		Conceptual description , Bayesian Theory, availability heuristic, curse ofknowledge, representativeness, small numbers rule, tend to approve, the decision-making under risk and uncertainty, the relationship between experimental economics and behavioral economics.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Introduction to Behavioral Economics Nick Wilkinson (2007)
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Week	Weekly Detailed Course Contents	
1	Theoretical	Conceptual description
2	Theoretical	Bayesian Theory
3	Theoretical	Bayesian Theory
4	Theoretical	Availability heuristic
5	Theoretical	Curse of knowledge
6	Theoretical	Representativeness
7	Theoretical	Small numbers rule
8	Intermediate Exam	Midterm
9	Theoretical	Tend to approve
10	Theoretical	The decision-making under risk and uncertainty
11	Theoretical	The relationship between experimental economics and behavioral economics
12	Theoretical	The relationship between experimental economics and behavioral economics
13	Theoretical	The relationship between experimental economics and behavioral economics
14	Theoretical	Discussion
15	Theoretical	Discussion
16	Theoretical	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	12	1	2	36
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to understand concept of behavioral economics
2	To be able to think with the concepts of behavioral economics and experimental economics
3	To be able to understand that behavioral economics can support the sciences of econometrics and mathematical economics.
4	To be able to explain the relationship between economics and psychology
5	To be able to explain the factors affecting microeconomic decisions

Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	3	4	3
P2	4	4	5	3	3
P3	3	3	4	4	3
P4	4	3	5	3	3
P5	4	4	3	3	4
P6	5	3	5	3	4
P7	3	4	3	3	4

