AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Behavioral Economics							
Course Code		İKP622		Couse Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	131 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main purpose of this course is to examine the assumptions of neoclassical economic theory on consumer behavior. Decision making, decision under risk and uncertainty, and variations from necolassical decision making are to be analyzed.							
Course Content		In the course, decision making, rationality and variations from rationality, uncertainty, risk, happiness economics, utulity, expected utility, decision utility and experimental economics are to be examined.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Individual Study						
Name of Lecturer(s)		Assoc. Prof. Kıymet YAVUZASLAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	İktisatta Davranışsal Yaklaşımlar Editörler: Devrim Dumludağ, Özge Gökdemir, Levent Neyse ve Ester Ruben, İmge Kitabevi, 2015 Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	Behavioral economics - development
3	Theoretical	Rational decision making
4	Theoretical	Decision making and variations
5	Theoretical	Decision making under uncertainty
6	Theoretical	Happiness Economics
7	Theoretical	Happiness Economics
8	Intermediate Exam	Midterm
9	Theoretical	Decision making under risk
10	Theoretical	Utility
11	Theoretical	Expected and procedural utility
12	Theoretical	Experimental Economics
13	Theoretical	Experimental Economics
14	Theoretical	Neuroeconomics
15	Theoretical	Behavioral economics and policy
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	14	1	2	42
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
			Total Workload (Hours)	131
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	At the end of the course the main assumptions of neoclassical economics on consumer behavior is to learned.

2	The ability to compare the classical approach and behavioral economics
3	Ability to analyze human behavior under risk and uncertainty
4	Learning the main tools of experimental economics
5	Understanding the relationship between economics and psychology

Programme Outcomes *(Economic Policy Doctorate)*

1	To be able to understand and interpret basic economic concepts, theories and methods
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 current economic events.
4	To be able to describe the role of innovation, creativity and technology in the dynamic global economy.
5	Ability to prepare projects and acquire creativity skills
6	Ability to analyze macro and micro economic developments
7	Being able to adopt 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	4	4	5	3	4
P2	3	3	5	3	4
P3	3	5	3	3	4
P4	3	3	3	3	4
P5	5	3	3	3	4
P6	3	3	3	3	4
P7	3	3	3	3	4