



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioral Economics							
Course Code		İKP514		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main objective of the course is the apperceive the economical psychology and behavioral economics which aims to include psychological motives to economic models as an new and growing area of economics. For this purpose proves and the theories is identified to explain the personal decisions.							
Course Content		Evidence and theories of behavioral and experimental economics are examined in order to explain individual decisions and introduces the method of experimental economics.							
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	Nick Wilkinson (2012), An introduction to behavioral economics, New York : Palgrave Macmillan. 2nd ed.
2	Peter Diamond, Hannu Vartiainen, Behavioral Economics and Its Applications, Princeton University Press, 2007.

Week	Weekly Detailed Course Contents	
1	Theoretical	explanation related with the course and examinations about fundamental concepts
2	Theoretical	The subject of behavioral economics and extent of it
3	Theoretical	The methodology of behavioral economics
4	Theoretical	Behavioral motives, justice, reciprocity, shame, norms, preferences.
5	Theoretical	Endogeneous and exegeneous motives in determining behaviours
6	Theoretical	Decision making under risk and uncertainty
7	Theoretical	Mental accounting
8	Intermediate Exam	Midterm exam
9	Theoretical	Introduction to intertemporal preference: reduced utility model
10	Theoretical	Alternative models of intertemporal preference models
11	Theoretical	Behavioral welfare economics-models of behavioral decision.
12	Theoretical	Behavioral Game Theory
13	Theoretical	Social preferences and collective participation: experiments of public domain
14	Theoretical	Neuroeconomics
15	Theoretical	Presentations
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	7	2	2	28
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
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 explain the relationship between economics and the behavioral sciences
2	to be able to analyze the appropriation of rational individual decisions to real (observed, measured) behaviours
3	to be able to compare the experimental methods that are used in economic and psychological disciplines.
4	to be able to analyze the different dimensions of decision making under uncertainty in the basic level.
5	to be able to summarize approaches in behavioral economics related to strategical decision making

**Programme Outcomes** (*Economic Policy Master*)

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	5	3	3	5	3
P2	5	3	4	4	4
P3	5	4	5	4	5
P4	4	5	3	5	4
P5	3	3	4	4	4
P6	4	4	5	3	5
P7	5	5	3	5	5

