

2019.HS

<b>Module Name: Advanced Microeconomics: Consumers, Firms and Markets</b>			
Module Code	w.BA.XX.2AMCFM.XX		
Module Description	In this module, students are introduced to behavioral economics. We discuss some of the most important behavioral concepts, including loss aversion, nudging, salience, thinking fast and slow, or limited attention. The module mostly has a seminar format, with a brief introductory lecture and followed by student presentations. These presentations form the basis for the final evaluation. The module is aimed at highly motivated Bachelor's students and at students who intend to complement their studies with a Master's in economics, business administration, finance, or politics.		
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § International Management		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Fachstelle Wirtschaftspolitik Ltg.		
Module Coordinator	Andreas Hefti (heft)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• Assessment-level microeconomics and macroeconomics</li> <li>• Basic concepts of statistics (probabilities, densities, expectations)</li> </ul>		
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence		
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... § get to know some of the most important concepts in modern behavioral economics. § can use economic arguments correctly and effectively in discussions. § practice the presentation and organization of scientific material.		
Module Content	§ The rational model of choice (homo oeconomicus) § Various models of behavioral economics		
Links to other modules	-		
Methods of Instruction	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">           § Lecture            § Application Tasks            § Case Studies            § Literature Review         </td> <td style="width: 50%;"><b>Social Settings Used:</b> Group Work</td> </tr> </table>	§ Lecture § Application Tasks § Case Studies § Literature Review	<b>Social Settings Used:</b> Group Work
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Digital Resources	§ Reader			§ Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>			
Large Class	10 h	-				
Small Class	-	-				
Group Instruction	-	-				
Practical Work	-	-				
Seminar	10 h	70 h				
<b>Total</b>	<b>20 h</b>	<b>70 h</b>	<b>0 h</b>			
Performance Assessment						
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>			
-	-	-	-			
<b>Permitted Resources</b>	-					
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>			
Talk/oral presentation	Grade	30	100.00 %			
Classroom Attendance Requirement	-					
Language of Instruction/Examination	English					
Compulsory Reading	-					
Recommended Reading	-					
Comments	-					