

Valid for 2022.HS

<b>Module Name: Advanced Microeconomics: Consumers, Firms and Markets</b>	
Module Code	w.BA.XX.2AMCFM.XX
Module Description	In this module, we cover an array of modern research topics of microeconomics, with a special focus on decision-making and on psychological and behavioral economics. We discuss some of the most important concepts, such as loss aversion, nudging, salience, thinking fast and slow, and limited attention. The module is designed as a seminar, with student presentations at its core. These presentations form the basis for the final performance assessment. The module is aimed at highly motivated students, especially those intending to go on to do a Master's program in economics, business administration, finance, or politics.
Program and Specialization	§ Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in 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	<b>Module Type:</b> Compulsory Elective <b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Fachstelle für Wirtschaftspolitik
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	§ Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Project Work § Literature Review		<b>Social Settings Used:</b> Group Work	
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	25	100,00 %	
Classroom Attendance Requirement	Mandatory Attendance: Other  100% of attendance in class required during the last three weeks of the semester, where the student presentations take place. In case of an excused absence, an alternative assignment, defined by the module instructor, needs to be completed. An unexcused absence or an insufficient completion of the alternative assignment will lead to a fail.			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	-			
Comments	-			