

Valid for 2023.FS

Module Name: Information, Incentives and Strategic Thinking		
Module Code	w.BA.XX.2IIST.XX	
Module Description	How do competition and markets evolve if the various agents (e.g., consumers and companies) do not decide in the perfectly sophisticated manner suggested by textbook economic theory, but rather are described by various behavioral traits and limited information processing abilities? This module addresses such questions by considering recent state-of-art research on these topics. The module is designed as a seminar, with student presentations as its core. The module is designed for highly motivated students who want to gain applied knowledge from the research frontier beyond what is covered in standard textbook-based courses. While the ultimate choice of topics will reflect student interests, the array of subjects includes • Digitalization and competition• Competition with attention-constrained consumers• Advertising to behavioral consumers• Product design and consumer information (“niche vs mass-market products”)	
Program and Specialization	§ Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Risk and Insurance § Business Information Technology § Business Law	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type: Compulsory Elective <table border="1" style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr> <td>Program Phase: Main Study Period</td> </tr> </table>	Program Phase: Main Study Period
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ECTS	3	
Organizational Unit	W Fachstelle für Wirtschaftspolitik	
Module Coordinator	Andreas Hefti (heft)	
Deputy Module Coordinator	-	
Prerequisite Knowledge	<ul style="list-style-type: none"> • A solid understanding of microeconomics • A willingness to learn more about current research 	
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... § learn the methodology of experiments and "games" in economics § get to know some important empirical studies on psychological phenomena in economics § widen their understanding of the economic theory of choice and strategic thinking beyond the standard homo oeconomicus model	

Module Content	§ The rational model in economics § Strategic competition § Various research topics related to strategic competition		
Links to other modules	-		
Methods of Instruction	§ Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Project Work § Literature Review	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Materials § Practice and Application Exercises (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	10 h	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	10 h	70 h	
Total	20 h	70 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	25	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other 100% of attendance in class is 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	Mankiw, G. & Taylor, M. (2017). Economics. 4th edition. Hampshire: CENGAGE. ISBN 978-1473762008. Chapters 12, 16.		
Comments	-		