

Valid for 2023.HS

Module Name: Behavioral Economics Theory	
Module Code	w.BA.XX.3BET-BD.XX
Module Description	This module provides students with an overview of behavioral economics theory. The key theories, phenomena, and empirical findings of our behavior, especially irrational behavior, are presented and related to various topics of the module Cognitive Science (e.g., perception and the Ebbinghaus illusion). As an example, the phenomenon of the "decoy" (a so-called nudge) will be used not only to show how an irrelevant option can be used to boost sales (e.g., of a special subscription) but also why it works.
Program and Specialization	Business Administration - Specialization in Behavioral Design
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
	Program Phase: Main Study Period
ECTS	3
Organizational Unit	W Lehre General Management
Module Coordinator	Ester Reijnen (reij)
Deputy Module Coordinator	Lea Laasner Vogt (laas)
Prerequisite Knowledge	None.
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 § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § know and understand the central theories of behavioral economics. § know and understand phenomena of behavior, especially irrational behavior. § know and understand empirical findings. § are able to match theories to corresponding phenomena.
Module Content	§ Central theories of behavioral economics. § Phenomena of irrational behavior (e.g., decoy). § Empirical findings of behavior, especially irrational behavior.
Links to other modules	The content of this module is linked to the following module: w.BA.XX.3CoSc-BD.XX
Methods of Instruction	§ Lecture § Informal voting.
	Social Settings Used: Individual Work
Digital Resources	None

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	28 h	-		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
Total	28 h	0 h	62 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Closed book	60	100.00 %	
Permitted Resources	No calculator	With dictionary		
Others	Assessment	Length (min.)	Weighting	
-	-	-	-	
Classroom Attendance Requirement	Mandatory Attendance: None			
Language of Instruction/Examination	English			
Compulsory Reading	According to lecture notes.			
Recommended Reading	-			
Comments	-			