<div class="printBefore">
<h1 class="pageTitle">ECON42260 Behavioural Economics</h1>
<h2>Academic Year 2019/2020</h2>

The purpose of this course is to provide a graduate level introduction to the principles of behavioural economics. In particular the module aims to:

- Introduce students to core areas of economics and psychology such as judgement, rational choice, intertemporal decision making, and emotion-based decision-making.

- Enable students to develop a detailed understanding of the key concepts of behavioural economics

- Provide a conceptual foundation to critically evaluate the role of behavioural economics ideas in public policy.

There is not a single textbook but readings will be provided for each lecture block.

Teaching will take the form of lectures and interactive tutorials. Extensive supplementary material will also be made available on Brightspace.

The course is divided into 8 blocks of lectures under the topic headings below.

1. Rational Choice Theory: What are the main concepts of rationality in economics? What is the nature of the debate about rationality in behavioural economics?

2. Judgement, Heuristics and Biases: How do people make judgements about risk and uncertainty?

3. Intertemporal Choice: What is the discounted utility model? Is it a reasonable descriptive model of intertemporal choice? What are the main alternatives? What is the cutting edge of research on how people making intertemporal choices?

4. Identity, Motivation and Incentives: How do factors such as fairness, social norms, and other related motivations influence economic decisions? How can such factors be studies experimentally and through other research designs? What are the potential implications for policy design?

5. Emotion and Decision Making: What is the role of emotional factors in economic decision making? In particular, we will outline classic models of "visceral effects" and demonstrate how such factors are studied. We will also examine the impact of a wide range of other emotions on economic behaviour and potential implications for public policy.

6. Well-being and economics: To what extent is consumption a good proxy for welfare and what role might measures of well-being play? This set of lectures will critically evaluate the extensive literature on well-being and economics.

7. Behavioural Theories of Consumption: This series of lectures will examine the main behavioural theories of consumption and, in particular, how consumption needs evolve over the course of economic development.

8. Public Policy, Law and Behavioural Economics: This series of lectures will describe the wide-ranging debates about the role of behavioural economic in public policy. We will draw from the previous lectures to describe in detail the academic background to the public debates about the role of "Nudging" and similar policies and provide the conceptual and critical foundations to evaluate the role of such polices across many areas of public policy.

</div>

<div style="text-align:center;"><p>Curricular information is subject to change</p></div>

What will I learn?

Learning Outcomes:
<p>The key learning outcomes of this module:

- A mastery of key concepts in behavioural economics.

- The ability to apply behavioural concepts more generally to economic areas of interest.

- The ability to formulate research questions in this area and design survey and experimental tests.

- The ability to critique policy applications of behavioural economics from a wide range of perspectives.
</p>

How will I learn?

Student Effort Hours:

Student Effort Type	Hours
Lectures	24
Autonomous Student Learning	125
Total	**149**

Am I eligible to take this module?

<div class="subHeadCB">Requirements, Exclusions and Recommendations</div>

<p>Not applicable to this module.</p>

<div class="subHeadCB">Module Requisites and Incompatibles</div>

Not applicable to this module.

How will I be assessed?

Assessment Strategy

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Examination: Final Exam	2 hour End of Trimester Exam	No	Graded	No	60
Assignment: Two written assignments	Varies over the Trimester	n/a	Graded	No	40

<div class="row">
<div class="col-sm-6">Carry forward of passed components
No</div>
</div>

What happens if I fail?

Resit In	Terminal Exam
Summer	Yes - 2 Hour

Assessment feedback

<div class="subHeadCB">Feedback Strategy/Strategies</div>
<p>* Feedback individually to students, on an activity or draft prior to summative assessment
* Feedback individually to students, post-assessment
* Group/class feedback, post-assessment
</p>
<div class="subHeadCB">How will my Feedback be Delivered?</div>
<p>Students will be provided with in-person group feedback on essays as well as individual written feedback and provision of office hours.</p>

Reading List

<div class="pageBreak"><nav class="white-box no-left-arrow zero-top-margin">
<h1 class="printOnly"><img src="https://www.ucd.ie/t4cms/ucdcollegesandschools_logo.png"> UCD Course Search
Behavioural Economics (ECON42260) </h1><h3 class="printOnly">Academic Year 2019/2020</h3><p class="printOnly">The information contained in this document is, to the best of our knowledge, true and accurate at the time of publication, and is solely for informational purposes. University College Dublin accepts no liability for any loss or damage howsoever arising as a result of use or reliance on this information.</p>

```html
  <h4 class="noPrint">Behavioural Economics (ECON42260)</h4>
  <dl>
    <dt>Subject:</dt>
    <dd>Economics</dd>
    <dt>College:</dt>
    <dd>Social Sciences & Law</dd>
    <dt>School:</dt>
    <dd>Economics</dd>
    <dt>Level:</dt>
    <dd>4 (Masters)</dd>
    <dt>Credits:</dt>
    <dd>7.5</dd>

    <dt>Trimester:</dt>
    <dd>Autumn</dd>
    <dt>Module Coordinator:</dt>
    <dd>Professor Liam Delaney</dd>
    <dt>Mode of Delivery:</dt>
    <dd>Face-to-Face</dd>
<dt>Internship Module:</dt><dd>No</dd>

<dt>How will I be graded?</dt>
 <dd>Letter grades </dd>

  </dl>
<div class="noPrint" style="text-align:center; margin-top:10px;"><button class="menubutton" onclick="window.print()"><i class="fa fa-print fa-fw"> Print Page</button>
<span style="font-size:0.8em"><em>(<a href="https://www.google.com/chrome/" target="_blank">Google Chrome</a> is recommended when printing this page)</em></span></div>


</nav>
</div>
```