

This module provides a comprehensive overview of the application of behavioural economics in public policy and regulation. The module reviews core concepts in behavioural economics with particular relevance to public policy. We examine a range of case studies in the application of behavioural economics in key areas such as environment, health, retirement saving, law reform, and several others. We examine the key ethical aspects of policies based on behavioural evidence and provide detailed instruction on the key areas of thought on the debate about the deployment of different types of influence techniques in public policy.

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

What will I learn?

Learning Outcomes:
<p>At the end of the module, we hope students attain the following learning outcomes:

- Knowledge of key case studies and policy applications of behavioural economics across key domains
- Knowledge of key debates on the merits and demerits of different approaches to behaviourally informed law and regulation.
- Critical awareness of ethical and legal aspects of behavioural policy intervention.</p>

How will I learn?

Student Effort Hours:

Student Effort Type	Hours
Lectures	24
Autonomous Student Learning	80
Total	104

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>

How will I be assessed?

Description	% of Final Grade	Timing
Examination: < Description >	70	2 hour End of Trimester Exam
Essay: < Description >	30	Week 10

What happens if I fail?

<p><u>Compensation</u></p>
<p>This module is not passable by compensation</p>
<p><u>Resit Opportunities</u></p>
<p>In-semester assessment</p>
<p><u>Remediation</u></p>
<p>If you fail this module you may repeat, resit or substitute where permissible.</p>

Reading List

Associated Staff

Name	Role
Professor Orla Doyle	Lecturer / Co-Lecturer
Dr Leonhard Lades	Lecturer / Co-Lecturer

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<div class="pageBreak"><nav class="white-box no-left-arrow zero-top-margin">
<h1 class="printOnly"> UCD Course Search
Behavioural Economics: Policy Implications (ECON42390) </h1><h3 class="printOnly">Academic Year 2018/2019</h3><p
class="printOnly"><em>The information contained in this document is, to the best of our knowledge, true and accurate at the time of publication, and
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reliance on this information.</em></p>
<h4 class="noPrint">Behavioural Economics: Policy Implications (ECON42390)</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>Semester:</dt>
<dd>Semester Two</dd>
<dt>Module Coordinator:</dt>
<dd>Professor Liam Delaney</dd>
<dt>Mode of Delivery:</dt>
<dd>N/A</dd>

<dt>How will I be graded?</dt>
<dd>40% </dd>

</dl>
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<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>

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