

Short Title:	Behavioural Economics APPROVED
Full Title:	Behavioural Economics
Language of Instruction:	English

Module Code:	ECON H1016
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Credits:	5
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Field of Study:	Marketing and advertising
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Module Delivered in	2 programme(s)
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Reviewed By:	GLENN MEHTA
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Module Author:	GERARD PHELAN
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Module Description:	<p>Classic Economic theory assumes that all of the decisions we make are sensible, or “rational.” In this module we compare how people should behave (especially around economic decisions) versus how people do behave. We focus on actual decision making that appears to defy rational choice axioms. This module aims to introduce students to Classic Economic and Behavioural Economic concepts. In particular, we will consider how predictions of economic behaviour differ when several assumptions that simplify economic models are replaced with psychologically realistic assumptions, based on empirical observations from the lab and from the world. We will pay special attention to the way in which these modified assumptions affect consumers, markets and public policy. The concepts introduced in this module can be applied in their business career and provide a foundation for future modules.</p>
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Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Solve practical problems by applying theories, concepts, philosophy and principles that underpin microeconomics and Behavioural Economics
LO2	Discuss the complexity and interconnectivity of choice architecture for individual behaviour in business and consumer decision making.
LO3	Explain the principles underlying decision-making and compare the nudging approach to other methods of behaviour change
LO4	Outline how markets actually work, and how to improve internal business operations, using Behavioural Economic theory and techniques in conjunction with economic models.

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Continuous Assessment	The continuous assessment will take the form of an individual assessment. This can be an in-class time constrained short answer type examination(s) or a project.	1,2,3,4	30.00	Week 9

End of Module Formal Examination				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Formal Exam	Final exam	1,2,3,4	70.00	End-of-Semester

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class Based Instruction	3.00	Every Week	3.00
Independent Learning	Reading/Study	6.00	Every Week	6.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	2.00	Every Week	2.00
Independent Learning	No Description	7.00	Every Week	7.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				2.00

Module Resources

Required Book Resources

David R. Just, Cornell University., *Introduction to Behavioral Economics*, 1st Ed., New York; John Wiley & Sons, Inc [ISBN: 9780470596227]

Recommended Book Resources

Cass R Sunstein, Richard H Thaler 2009, *Nudge: Improving Decisions About Health, Wealth and Happiness*, 1st Ed., Penguin [ISBN: 978-014104001]

Daniel Kahneman 2012, *Thinking, Fast and Slow*, 1st Ed., Penguin [ISBN: 978-014103357]

Dan Ariely 2009, *Predictably Irrational: The Hidden Forces that Shape Our Decisions*, 1st Ed., HarperCollins [ISBN: 978000725653]

Steven D. Levitt, Stephen J. Dubner 2007, *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*, 1st Ed., Penguin [ISBN: 978-01410190]

This module does not have any article/paper resources

Other Resources

Website: Irish Economy Blog

<http://www.irisheconomy.ie>

Website: Central Statistics Office (C.S.O.)

<http://www.cso.ie>

Website: Economist Magazine

<http://www.economist.com>

Website: TED.com Behavioral Economics video talks

<https://www.ted.com/topics/behavioral+economics>

Other: Other web based resources will be identified

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BADMT_B	Bachelor of Arts (Honours) in Digital Marketing Technologies	3	Mandatory
TA_BMKDM_D	Bachelor of Arts in Digital Marketing	3	Mandatory