



# Course program and reading list

Semester 1 Year 2020

**School:** Adelson School of Entrepreneurship B.A

## Entrepreneurial Decision Making

**Lecturer:**

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**Teaching Assistant:**

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
26013	Lecture	2	2

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Exam	201260130	English



### Course Description

Effective and efficient decision-making is at the core of any entrepreneur's success, a large percentage of their decisions are done in an uncertain and high-risk environment which make their decisions prone to mistake and biases. Although we like to think of ourselves as rational creatures, 80% of our day-to-day decisions are done with little or no conscious thought.

In this course, we will discuss the psychological approach to decision making with an emphasis on the digital world as today most of our decisions are done digitally, but the reality is, in the digital age, our brains just aren't equipped to cope. The explosion of websites, products, services, apps, and channels makes for too many decisions.

How can we use this to our advantage and create better outcomes for our business?

Now more than ever, it's critical for product organizations to know the science

underneath human behavior and how to apply it. In a competitive and crowded space, Behavioral Design is crucial for both user and company success. We will learn how to use behavioral science in ways that maximize the benefit for both the user and the business.

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## Course Goals

- Learn what drives decisions offline and online and what is the role of emotions in the way we make decisions
  - Provide a deep understanding of the psychology behind what drives user behavior
  - Learn the differences between Customer Experience, User Experience & Personalization.
  - Learn how to build products to cater to core human needs.
  - Gain experience in designing a product.
  - How to build trust and long term relationship with the client
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## Grading

1. In class 6 min presentation of innovative technology/idea Grading: 15%
  2. Designing an app based on the venture you are working on as part of the entrepreneurship vertical course, Using Design Thinking methodology: 25%
  3. Final Exam –Total grading 60%
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## Teaching Assistant

Mrs. Sandra Segal

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## Reading List

- Thinking, Fast and Slow Paperback by Daniel Kahneman
- How We Decide Paperback by Jonah Lehrer
- Blink: The Power of Thinking Without Thinking by Malcolm Gladwell
- The somatic marker hypothesis: a neural theory of economic decision by Antonio
- <https://www.entrepreneur.com/article/238984>
- <https://www.entrepreneur.com/article/235944>
- <https://www.cmswire.com/customer-experience/do-we-control-our-own-purchasing-habits/>

- <https://www.cmswire.com/customer-experience/to-create-experiences-customers-wont-forget-appeal-to-their-senses/>
- The Neural Basis of Economic Decision-Making in the Ultimatum Game Alan G. Sanfey,<sup>1,3\*</sup> James K. Rilling,<sup>1\*</sup> Jessica A. Aronson,<sup>2</sup> Leigh E. Nystrom,<sup>1,2</sup> Jonathan D. Cohen,<sup>1,2,4</sup>
- <https://www.psychologytoday.com/intl/blog/behind-online-behavior/201712/how-create-addictive-experiences>
- The Power of Habit: Why We Do What We Do in Life and Business Paperback by Charles Duhigg
- What the Marshmallow Test Really Teaches About Self-Control - <http://www.theatlantic.com/health/archive/2014/09/what-the-marshmallow-test-really-teaches-about-self-control/380673/>
- Margalit, L. (2019), "The Psychology of Customer Experience", Einav, G. (Ed.) *Digitized*, Emerald Publishing Limited, pp. 87-98. <https://doi.org/10.1108/978-1-78973-619-920191005>
- <https://www.cmswire.com/digital-experience/to-understand-your-customer-data-try-thinking-like-a-psychologist/>
- <https://www.cmswire.com/customer-experience/everything-you-thought-you-knew-about-user-experience-is-wrong/>
- <https://www.cmswire.com/digital-experience/reading-the-digital-cues-actions-speak-louder-than-words/>
- <https://www.cmswire.com/customer-experience/tap-your-customers-emotions-through-the-power-of-positive-memories/>
- Theory of Games and Economic Behavior: 60th Anniversary Commemorative Edition (Princeton Classic Editions) - [https://www.amazon.com/Theory-Games-Economic-Behavior-Commemorative-ebook/dp/B00AMAZL4I/ref=zg\\_bs\\_13922\\_74?\\_encoding=UTF8&psc=1&refRID=6ZRV5ZQDZ4WGE41SZYZ3](https://www.amazon.com/Theory-Games-Economic-Behavior-Commemorative-ebook/dp/B00AMAZL4I/ref=zg_bs_13922_74?_encoding=UTF8&psc=1&refRID=6ZRV5ZQDZ4WGE41SZYZ3)
- Sanfey, A. G., Rilling, J. K., Aronson, J. A., Nystrom, L. E., & Cohen, J. D. (2003). The neural basis of economic decision-making in the ultimatum game. *Science*, 300(5626), 1755-1758.
- Gabay, A. S., Radua, J., Kempton, M. J., & Mehta, M. A. (2014). The Ultimatum Game and the brain: A meta-analysis of neuroimaging studies. *Neuroscience & Biobehavioral Reviews*, 47, 549-558.