



Course program and reading list

Semester 1 Year 2023

School: Arison School of Business M.A. in OBD

Behavioral Economics In Organizations

Lecturer:

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Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
28918	Elective	2	2

Course Requirements :	Group Code :	Language:
Final Paper	231289189	English



Course Description

Course topics:

1. Introduction to behavioral economics
2. Decisions under risk – Prospect theory
3. Decisions under uncertainty – Heuristics and biases
4. Social vs. economic markets
5. It's all about the presentation
6. How our past affects our future
7. The psychology of money
8. Work motivation
9. Pro-social motivation
10. Moral behavior
11. Group decision-making – Boards and managers

12. Behavioral interventions



Course Goals

Behavioral Economics deals with the psychological factors influencing how people make economic and managerial decisions. Decisions can be small and mundane, such as which route to take on the way to work, or more substantial, such as investing a big budget for a new product. Either way, these decisions play a major role in the survival and success of organizations. Research in behavioral economics has developed substantially in the last 50 years, providing numerous insights into how people make personal and business-related decisions. The current course deals with the behavioral and psychological aspects of managerial decision-making. Among others, the course will cover normative models for decision-making, heuristics and biases, risk perception, decision making under risk and uncertainty, pro-social behavior, and motivation. During class, we will examine how people make decisions, why they lead to systematic biases, and how they are applied to organizational and consumer behavior. The course is based on lectures and course discussions.



Grading

The course includes frontal lectures. In addition, starting from the second class, students will present a paper based on the reading materials relevant to the lecture, followed by a group discussion. The presentation will be done in pairs.

The grade will be based on the following:

- A final assignment (80%)
- Class presentation and participation in group discussions (20%)

The final assignment is to submit 10 multiple-choice questions on the materials we cover in class. The questions should emphasize higher-level thinking and understanding and not just examine memory for the learned material. Questions should include 4 possible answers. The questions should be challenging but not too hard.

The grade will be based on creativity, difficulty level, and proficiency.



Additional Notes

Participation in all classes is mandatory. According to the IDC policy, a student cannot be absent from more than 3 classes (including justified absences). Students who will exceed 3 absences will not be able to complete the course.

For special cases, please get in touch with the program's student coordinator, who will forward the request to the dean of student affairs.