



Course program and reading list

Semester 6 Year 2023

School: MA in Behavioral Economics

Practicum Seminar

Lecturer:

Dr. Efrat Salton Meyer efrat.salton@post.runi.ac.il

Teaching Assistant:

Ms. Maya Listman maya.listman@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
25070	Lecture	4	2

Course Requirements :	Group Code :	Language:
Final Paper	236250701	English



Course Description

The practicum seminar prepares students for the practicum in behavioral economics, which they will perform in the final mini semesters of the M.A. program. Students will learn through this seminar how to apply theoretical knowledge, which they acquired during the the program, in BE consulting in organizations. The practicum seminar will prepare the students for analyzing an organizational challenge using behavioral economics perspectives, planning relevant interventions, their implementation and assessing effectiveness. The practicum seminar enables students to acquire personal and interpersonal skills that support effective work in the BE practicum such as successfully working with clients, in teams and more.



Course Goals

Promoting skills for effective work in teams during the practicum in behavioral economics towards tackling an organizational challenge, effectively engaging with organizational consultees, gathering information on a behavioral challenge, analyzing it using behavioral economics lens, designing relevant interventions, effectively communicating with stakeholders and providing high-quality deliverables to the organization.

Grading

Final assignment (in teams) – 85%. Submission on the course site on Moodle till Jan 16 2023 at 4pm.

Presentation in class; self-assignment – 15% (in teams).

Attendance in all classes is mandatory.

Lecturer Office Hours

Monday 2pm by appointment

Teaching Assistant

By appointment.

Additional Notes

Assignments will be submitted in English.

Reading List

Required reading

Block, P. (2011). Flawless consulting: A guide to getting your expertise used (pp. 1-11;51-66, 67-105). Pfeiffer.

Dougherty, A. M., Tack, F. E., Fullam, C. B., & Hammer, L. A. (1996). Disengagement: A neglected aspect of the consultation process. *Journal of Educational and Psychological Consultation*, 7(3), 259-274.

Johnson, C. E. (2012). *Meeting the ethical challenges of leadership casting light or shadow* (4th ed.). pp.153-188. Thousand Oaks, CA: Sage Publications.

Lin, Y., Osman, M., & Ashcroft, R. (2017) Nudge: Concept, Effectiveness, and Ethics, *Basic*

and *Applied Social Psychology*, 39:6, pp. 293-306.

Langley A, Meziani N. Making Interviews Meaningful. *The Journal of Applied Behavioral Science*. 2020;56(3):370-391.

Optional reading

Chang, E., H., Milkman, K., L. (2020). Improving decisions that affect gender equality in the workplace. *Organizational Dynamics*, 49(1).

Chatterton, T. (2016). An introduction to theories of behavior. In Spotswood, F. (Ed.) *Beyond behavior change: Key issues, interdisciplinary approaches, and future directions* (pp. 27-48). Bristol University Press.

Salas, E., Cooke, N. J., & Rosen, M. A. (2008). On teams, teamwork, and team performance: Discoveries and developments. *Human factors*, 50(3), 540-547.

Samson, A. (Ed.) (2022). *The Behavioral Economics Guide 2022*. Retrieved on Oct-16-2022 from <https://www.behavioraleconomics.com/be-guide/>.

Soman, D., & Yeung, C. (Eds.). (2020). *The behaviorally informed organization*. University of Toronto Press.

Sunstein, C.R. & Reisch L.A. (2019). *Trusting nudges: Towards a bill of rights for nudging*. Routledge.

Wendel, S. (2020). *Designing for behavior change – applying psychology and behavioral economics* (pp. 123-132). O'Reilly Media.

Note- reading by class-is presented on course website.