

Bachelor of Arts				International Management			
Modul 30 Elective module 753002340	ECTS- Credits	Frequency	Contact hours	Total Workload	Contact Time	Self-study	Duration
	5	every 2nd semester (Spring)	2 hrs/week	150 h	30 h	120 h	1 Semester
Module title	<b>Behavioural Economics</b>						
<ul style="list-style-type: none"> <li>• The aim of this module is to equip students with an understanding of recent research about decision making behaviour, biases, heuristics and fallacies.</li> <li>• An emphasis will be on how this may influence management (of for example, people, projects and so on).</li> <li>• Participants will undertake an experiment and develop their understanding of science and research.</li> </ul> <p>The course starts with an introduction to the nature of behavioural economics, and its methodology. Using recent research, the content includes consideration of individuals' values, preferences and choices as well as their beliefs, heuristics and biases all with reference to how individuals make decisions. The module considers how these effects on decision making can affect management. A focus is also on decision making under conditions of risk and uncertainty. Some issues regarding intertemporal choice and strategic interaction will also be discussed.</p>							
Module components							
<b>No.</b>	<b>Module title</b>						
1,	753002341 Behavioural Economics						