Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA named after Patrice Lumumba
(RUDN University)

Institute of World Economy and Business
(Educational Division (faculty/institute/academy))

COURSE SYLLABUS

BEHAVIORAL ECONOMICS
(course title)

Recommended by the Didactic Council for the Education Field of:

38.03.01 Economics
(Higher Education Field)

The development of this course is carried out within the framework of the implementation of the main professional Higher Education Program:

«World Economy», "Digital Economy"
(Specialization)

2023

1. COURSE GOALS

The main purpose is to provide students in detail with the idea of including psychology in economic modeling, with the possibilities and prospects for using behavioral theories in practice;

2. REQUIREMENTS TO LEARNING OUTCOMES

The course "Behavioral Economics" is aimed at building up and enhancing the following competences

Table 2.1. Learning Outcomes

Competence code	Competence	Indicators of Competence Formation / Development
UC-3	Able to carry out social interaction and realize their role in the team	UC-3.1. Determines his role in the team, based on the strategy of cooperation to achieve the goal
		UC-3.2. Analyzes the possible consequences of personal actions and plans their actions to achieve a given result
		UC-3.3. Argues his point of view regarding the use of the ideas of other team members to achieve the goal
UC-6	Able to manage his time, build and implement the trajectory of self-development based on the principles of education throughout life	UC-6.1 Analyzes his resources and their limits (personal, situational, temporary, etc.) to successfully complete the task
		UC-6.2 Finds and uses sources of additional information to increase the level of general and professional knowledge
		UC-6.3 Defines the tasks of self-development, goals and priorities of professional growth
PK-8	able to critically evaluate the proposed options for management decisions, develop and justify proposals for their improvement, taking into account the criteria of socio-economic efficiency, risks and possible socio-economic consequences	PK-8.1. Knows the types of various management decisions, principles and methods of analyzing crisis situations in organizations; Ways and opportunities to get out of crisis situations with minimal losses
		PK-8.2. Able to make optimal management decisions in conditions of uncertainty, extreme situations, intense competition, lack of resources and insolvency of enterprises; analyze the relationship of management with the theory of macro- and microeconomics, innovation, marketing, financial and strategic management, general systems theory and the study of management systems
		PK-8.3. has the skills to implement a project approach to the introduction of anti-crisis technologies; skills to analyze the impact of market and financial aspects on the sustainability of the enterprise; decision-making skills in the implementation of anti-crisis management, the choice of means for its effective implementation

3. ACADEMIC PROGRAMME STRUCTURE

The course «Behavioral **Economics**» is included to elective disciplines of Б1.В.ДВ.04

Table 3.1. Prior and subsequent disciplines aimed at the formation of competencies

Competence Code	Competence	Prior disciplines	Subsequent disciplines
UC-3	Able to carry out social interaction and realize their role in the team	Concepts of modern natural science, Russian language and culture of speech	Soft Skills, Human resource management
UC-6	Able to manage his time, build and implement the trajectory of self-development based on the principles of education throughout life		Marketing, Soft Skills, Career Skills, Human resource management
PK-8	able to critically evaluate the proposed options for management decisions, develop and justify proposals for their improvement, taking into account the criteria of socio-economic efficiency, risks and possible socio-economic consequences	History of Economy, History of international relations	Soft Skills, Corporate Finance, Risk management, Human resource management, State property management

4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The course total workload is equal to 3 credits.

Table 4.1. Types of academic activities during the period of the HE program mastering

Types of academic activities during the period of the HE program mastering	Total, academic hours	Semesters			
		3	4	5	6
Contact academic hours	**52**	**52**			
Including:					
Lectures	17	17			

Lab work						
Seminars (workshops/tutorials)		17	17			
Self-study (ies), academic hours		56	56			
Evaluation and assessment (exam or pass/fail grading)		18	18			
Course workload	Ac.h.	108	108			
	Credits	3	3			

5. COURSE MODULES AND CONTENTS

Table 5.1. Course Modules and Contents

Modules	Topics	Academic Activity Type
Module 1 Introduction to Behavioral Economics	**Topic 1.1.** Behavioral Economics: Subject and Method	**Lecture, Seminar**
	Topic 1.2 Preferences: Exogeneity and Stability	**Lecture, Seminar**
Module 2 Bounded rationality and decision-making process	**Topic 2.1.** Model of full rationality	**Lecture, Seminar**
	Topic 2.2. Consumer behavior	**Lecture, Seminar**
	Topic 2.3. Choice architecture and heuristics of behavior	**Lecture, Seminar**
	Topic 2.4. Emotions and Economics	**Lecture, Seminar**
	Topic 2.5. Risk aversion, prospect theory	**Lecture, Seminar**
Module 3 Application for development, inequality, discrimination, finance and environment	**Topic 3.1.** Application of BE to policy issues	**Lecture, Seminar**
	Topic 3.2. Cognitive scarcity	**Lecture, Seminar**
	Topic 3.3. Psychology of inequality	**Lecture, Seminar**

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	**Classroom equipment**	**Classroom Infrastructure and Technology Support Requirements**
Seminars	Classroom for seminars equipped with a set of specialized furniture. (r. 17, 27, 29, 101)	a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release)
Self-studies	Classroom for self-studies equipped with a set of specialized furniture. (r. 342)	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable

Classroom for Academic Activity Type	Classroom equipment	Classroom Infrastructure and Technology Support Requirements
		wireless Internet connection. Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release)

7. RECOMMENDED SOURCES FOR COURSE STUDIES

Main reading(sources)*:*

***Printed issue*:**
1.   Проурзин Леонид Юрьевич. Принципы поведенческой экономики и прогнозирования / Л.Ю. Проурзин. - М.: Век книги, 2003. - 153 с.: ил. - ISBN 5-94436-016-X : 35.00.
2.   Илюхин Алексей Александрович. Принцип рациональности в поведенческой экономике / А.А. Илюхин, С. Пономарёва, С.В. Илюхина // Журнал экономической теории. - 2019. - № т. 16 (2). - С. 214-224. - ISSN 2073-6517.

Additional (optional) reading:

Electronic and printed full text materials:
1.   Ogaki, Masao, Tanaka, Saori C. Behavioral Economics: Toward a New Economics by Integration with Traditional Economics // Springer Texts in Business and Economics – 218 с.
2.   Huettel S. Behavioral Economics: When Psychology and Economics Collide. Course Guidebook // The Great Courses – 188 с.
3.   Ричард Талер. Новая поведенческая экономика. Почему люди нарушают правила традиционной экономики и как на этом заработать // Misbehaving: The Making of Behavioral Economics – 368 с.
4.   Дэн Ариели. Поведенческая экономика. Почему люди ведут себя иррационально и как заработать на этом. 1 – М.: Манн, Иванов и Фербер, 2012. – 296 с.
5.   Алан Гринспен. Карта и территория. Риск, человеческая природа и проблемы прогнозирования. - М.: ООО "Альпина Паблишер", 2015.
6.   Дэниэл Канеман. Думай медленно... решай быстро. – М. : АСТ, 2014.
7.   Стивен Левитт, Стивен Дабнер. Фрикономика. - М.: ООО "Альпина Паблишер", 2018.
8.   Milton Friedman, "The Methodology of Positive Economics," Essays in Positive Economics, 1953 (pages 154-159).
9.   Amos Tversky and Daniel Kahneman, "Judgment Under Uncertainty: Heuristics and Biases," Science, 1974.
10.   Matthew Rabin, "A Perspective on Psychology and Economics," UC Berkeley Department of Economics Working Paper, 2002.
11.   George Akerlof, "Behavioral Macroeconomics and Macroeconomic Behavior," Nobel Prize Lecture, 2001.
12.   Daniel Kahneman. Thinking fast and slow (Macmillan, 2011)
13.   Ken Binmore. Rational Decisions (Princeton University Press, 2009)
14.   Nicholas Bardsley et al. Experimental Economics: Rethinking the Rules (Princeton University Press, 2009)
15.   Kahneman, D., J. Knetsch and R. Thaler (1986) "Fairness as a Constraint on Profit Seeking: Entitlements in the Market", American Economic Review, 76(4), pp. 728-741.
16.   Kahneman, D., J. Knetsch and R. Thaler (1990) "Experimental Tests of the Endowment Effect and of the Coase Theorem", Journal of Political Economy, 86(6), pp. 1325-48.

17.	Thaler R. (1992) The Winner's Curse: Paradoxes and Anomalies of Economic Life. Free Press, New York.

18.	Thaler R. (1991) Quasi-Rational Economics. Russell Sage Foundation, New York.

19.	Thaler, R., (1999) "Mental Accounting Matters", Journal of Behavioral Decision Making, Vol. 12:183-206.

20.	Tirole J. (2002) "Rational Irrationality: Some Economics of Self-Management", European Economic Review, 46: 633-655.

21.	Thaler, R. and S. Benartzi (2004) "Save More Tomorrow: Using Behavioral Economics to Increase Employee Savings", Journal of Political Economy, Vol. 112:1, 164-187.

22.	Richard H. Thaler , Cass R. Sunstein Nudge: Improving Decisions About Health, Wealth, and HappinessPaperback – February 24, 2009

23.	Colin F. Camerer, Ernst Fehr. When Does '' Economic Man'' Dominate Social Behavior? (Science. – 2006. – T. 311. – №. 5757. – C. 47-52.)

24.	Herbert A. Simon. A Behavioral Model of Rational Choice. (The quarterly journal of economics. – 1955. – T. 69. – №. 1. – C. 99-118.)

25.	DANIEL KAHNEMAN. MAPS OF BOUNDED RATIONALITY: A PERSPECTIVE ON INTUITIVE JUDGMENT AND CHOICE Prize Lecture, December 8, 2002. Daniel Kahneman, et al, "Would You Be Happier if You Were Richer? A Focusing Illusion," Science, 2006.

26.	Richard Layard, Andrew Clark and Claudia Senik, "The Causes of Happiness and Misery," Chapter 3 in UN World Happiness Report, 2012.

27.	William Compton and Edward Hoffman, "Leisure, Flow, Mindfulness and Peak Performance," Chapter 4 in Positive Psychology: The Science of Happiness and Flourishing, 2012. June Gruber, et al., "A Dark Side of Happiness? How *Electronic libraries with access for RUDN students:*

Electronic library RUDN – ЭБС РУДН http://lib.rudn.ru/MegaPro/Web
–	E-library «Университетская библиотека онлайн» http://www.biblioclub.ru
–	E-library Юрайт http://www.biblio-online.ru
–	E-library «Консультант студента» www.studentlibrary.ru
–	E-library «Лань» http://e.lanbook.com/

2. Databases and search engines:
–	NCBI: https://p.360pubmed.com/pubmed/
–	Вестник РУДН: with a remote access to the database through RUDN University IP addresses (or remotely using an individual login and password). http://journals.rudn.ru/
–	Elibrary.ru: access with RUDN University IP addresses: http://www.elibrary.ru/defaultx.asp
–	ScienceDirect (ESD), «FreedomCollection», "Cell Press" ИД "Elsevier'' **with a** remote access to the database through RUDN University IP addresses (or remotely using an individual login and password).
–	 Google Scholar **-** a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. Access: https://scholar.google.ru/
–	Scopus **-** "Elsevier". with a remote access to the database through RUDN University IP addresses. http://www.scopus.com/
–	Web of Science with a remote access to the database through RUDN University IP addresses http://login.webofknowledge.com/

Learning Toolkit for self-studies*:

1. Lecture materials for "**Behavioral Economics"**
2.Methodology guidelines for students taking a course of **"Behavioral Economics"**

* - Learning Toolkit materials for self-studies are placed according to the requirements to the course page in TUIS!
https://esystem.rudn.ru/course/view.php?id=18129

8. ASSESSMENT AND EVALUATION TOOLKIT

Assessment and Evaluation Toolkit of Competences that are expected to be acquired as a result are given in the Appendix to the "Behavioral Economics" Course Syllabus

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