

	School of Business and Leadership
	BUS 321
	Introduction to Behavioral Economics
	Term: Spring 2024 Number of Credits: 3
Course Outline	

Instructor: Mikhael Missakabo, PhD

E-mail: mmissakabo@yukonu.ca

Class dates: May 7th to June 25th, 2024

Classroom and time: 1:00 pm – 3:50 pm (online synchronous/asynchronous)

Office hours: By appointment

COURSE DESCRIPTION

This is an introductory course that aims to provide students with a basic and succinct survey of the principles and methods of Behavioural Economics. This course resides at the intersection of Economics and Psychology and/or Sociology. Through the lenses of decoloniality, we will be comparing and contrasting the dominant notion of *Homo economicus* to that of *Homo psychologicus*, and their implications in terms of judgment and decision-making processes. The underlying assumptions of this course perspective frame humans as more social, impulsive, less adept at using information, and more susceptible to psychological biases than standard economic models assume. We will also explore a few key insights from Behavioural Economics and their implications and consequences for individuals, firms, and policy.

COURSE REQUIREMENTS

Prerequisite(s): ECON 100 or ECON 101 or equivalent.

Corequisite(s):

Cross-listed or Excluded Courses:

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

YUKON FIRST NATIONS CORE COMPETENCY

Students who successfully complete this course will have achieved core competency in knowledge of Yukon First Nations. By the end of this course, students will have greater understanding and awareness

of Yukon First Nations history, culture, and journey towards self-determination. For details, please see www.yukonu.ca/yfnccr

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Define basic behavioural economics concepts and principles and describe their applications.
- Understand and think critically about judgements and decision-making processes.
- Identify and evaluate psychologically motivated assumptions underlying economic behaviours and interpret their implications.
- Improve their analytical skills as well as their ability to use research methods and tools.

COURSE FORMAT

Weekly breakdown of instructional hours

3 hours in-class in a seminar format and additional asynchronous course work as determined. This course is designed to require up to an additional six hours per week for further reading, assignments, project work, and reflection. This will vary by student experience, ability and desired level of engagement and mastery.

Delivery format

The delivery format of this course will be blended: synchronous and asynchronous. Students will attend synchronous online lectures/seminars and complete asynchronous online activities.

EVALUATION

Test #1	25 %
Assignment/Presentation # 1	25 %
Test #2	25 %
Assignment/Presentation #2	25 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Learning materials to be provided in Moodle.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Please be advised that this schedule may change as resources and circumstances require.

Date	Chapter	Topic
Week 1		Introduction to course: What is Behavioural Economics?
Week 2		Rational Choice theory: Homo Economicus
Week 3		Memory, Language, Cognition, and Problem-solving
Week 4		Test #1
		Social Learning and Social Preferences
Week 5		Prospect Theory: Homo Psychologicus
Week 6		Test #2
Week 7		Making choices over time: present-bias and discounting
Week 8		Final presentations/assignments

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