

Valid from 2025.HS

Module description: Behavioral Economics Theory		
Module Code	w.BA.XX.3BET-BD.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	<p>This module provides students with an overview of behavioral economics theory. The key theories, phenomena, and empirical findings of our behavior, especially irrational behavior, are presented and related to various topics of the module Cognitive Science (e.g., perception and the Ebbinghaus illusion). As an example, the phenomenon of the "decoy" (a so-called nudge) will be used not only to show how an irrelevant option can be used to boost sales (e.g., of a special subscription) but also why it works.</p>	
Organizational Unit	Lehre General Management	
Module Coordinator	Ester Reijnen	
Deputy Module Coordinator	Lea Laasner Vogt	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Behavioral Design</li> </ul>	
Legal Framework	<p>Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009</p>	
Module Category	<b>Module Type</b> Compulsory	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge	None.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>• know and understand the central theories of behavioral economics.</li> <li>• know and understand phenomena of behavior, especially irrational behavior.</li> <li>• know and understand empirical findings.</li> <li>• are able to match theories to corresponding phenomena.</li> </ul>	

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Module Content	<ul style="list-style-type: none"><li>Central theories of behavioral economics.</li><li>Phenomena of irrational behavior (e.g., decoy).</li><li>Empirical findings of behavior, especially irrational behavior.</li></ul>																																						
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>w.BA.XX.3CoSc-BD.XX</li></ul>																																						
Digital Learning Resources	<ul style="list-style-type: none"><li>None</li></ul>																																						
Methods of Instruction	<ul style="list-style-type: none"><li>Lecture</li><li>Informal voting</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>Individual Work</li></ul>																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td colspan="2">62 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	28 h	-			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	28 h	0 h	62 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Multiple-choice exam</td><td>Grade</td><td>Einzelarbeit</td><td>60</td><td>100.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Multiple-choice exam		Grade	Einzelarbeit	60	100.00			
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Classroom Attendance Requirement	None																																						
Compulsory Reading	<ul style="list-style-type: none"><li>According to lecture notes.</li></ul>																																						
Recommended Reading																																							
Comments	The exam will take place in calendar week 5; the exact date will be communicated by the lecturer. The exam does not follow the regular final module examination process of the SML, as it is carried out by the Applied Cognitive Psychology team.																																						