Valid from 2026.HS

Module description: Behavioral Economics Theory

Module Code	w.BA.XX.BET-BD.25HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	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.
Organizational Unit	Lehre General Management
Module Coordinator	Ester Reijnen
Deputy Module Coordinator	Lea Laasner Vogt
Legal Framework	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
Module Category	**Module Type** Compulsory **Program Phase** Main Study Period
Prerequisite Knowledge	None.
Contribution to Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Learning Objectives	**Professional Competence** • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change
Module Learning Objectives	Students... • know and understand the central theories of behavioral economics. • know and understand phenomena of behavior, especially irrational behavior. • know and understand empirical findings. • are able to match theories to corresponding phenomena.

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Module Content

- Central theories of behavioral economics.
- Phenomena of irrational behavior (e.g., decoy).
- Empirical findings of behavior, especially irrational behavior.

Links to other modules

Linked Module
w.BA.XX.CoSc-BD.25HS / Cognitive Science

Digital Learning Resources

- None

Methods of Instruction

- Lecture
- Informal voting

Social Settings Used:

- Individual Work

Type of Instruction

	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**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-			
Permitted Resources			

	Assessment	Format	Length (min.)	Weighting
Multiple-choice exam	Grade	Individual work	60	100.00%

Classroom Attendance Requirement

None

Compulsory Reading

- According to lecture notes.

Comments

The exam will take place in calendar week 2; 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.

Supplementary examinations may not be set, and assessed work may not be resubmitted.