

# HBC211e Behavioural Economics: Everyday Decisions

**Level:** 2

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

**E-Learning:** FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## Synopsis:

Healthier choice snacks, e.g., dried fruits, are placed at eye level on supermarket shelves, but sweets and other high-calorie snacks are always located at lower shelves and away from eye-level. While this may seem like an inconvenience to the shopper, it is in fact a “nudge” or a way to change one’s behaviour to select healthier snacks. Such ubiquitous actions can be found in many instances in our daily lives. This course introduces students to the workings of behavioural economics and how it has been used to shape the way we live, work and play.

## Topics:

- Introduction to Behavioural Economics
- Key Philosophical Foundations of Behavioural Economics
- Thinking, Feeling, & Constraints
- Choice Architecture
- Risk Behaviour & Choices Under Pressure
- Happiness in Experience, Memory, & Choice
- The Pursuit of Happiness
- Intertemporal Choice
- Confidence, Competition, & Competence
- Fairness: Surge Pricing
- Ambivalence
- Manipulation: Nudge & Sludge

## Learning Outcome:

- Describe the foundations of behavioural economics.
- Discuss the bases of behavioural economics in the everyday choices we make.
- Examine the push and pull factors at play when we make decisions.
- Analyse issues pertaining to behavioural manipulation.
- Apply relevant concepts and theories to explain how behavioural economics impacts us in a “connected” society.
- Show, with everyday examples, how behavioural economics can have a positive impact on society.

## Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	5

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
	GROUP BASED ASSIGNMENT 1	40
	DISCUSSION BOARD 1	5
<b>Total</b>		<b>100</b>

**Assessment Strategies (Online Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	5
	DISCUSSION BOARD 1	5
	GROUP BASED ASSIGNMENT 1	40
	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
<b>Total</b>		<b>100</b>