	BEHA	VIOR	AL ECONOMICS								
1	Course Title:	BEHAV	IORAL ECONOMICS								
2	Course Code:	IUS2104	4								
3	Type of Course:	Optiona	I								
4	Level of Course:	First Cy	cle								
5	Year of Study:	2	2								
6	Semester:	4	4								
7	ECTS Credits Allocated:	4.00									
8	Theoretical (hour/week):	3.00									
9	Practice (hour/week):	0.00	0.00								
10	Laboratory (hour/week):	0									
11	Prerequisites:	None									
12	Language:	Turkish									
13	Mode of Delivery:	Face to	face								
14	Course Coordinator:	Dr. Ögr.	Üyesi MÜSLÜM BASILGAN								
15	Course Lecturers:										
16	Contact information of the Course Coordinator:	Uludağ ve Ticar	Yrd.Doç.Dr Müslüm BASILGAN Uludağ Üniversitesi İnegöl İşletme Fakültesi Uluslararası İşletmecilik ve Ticaret Bölümü. 0224 294 26 95- muslumbasilgan@uludag.edu.tr								
17	Website:										
18 19	Objective of the Course: The main purpose of behavioral economics is to incorporate descriptive assumptions about cognitive skills, social interaction, motivation, emotional responses into economic models and determne the relationship of this for human behavior and economic outcomes. Contribution of the Course to Example to the course to t										
13	Professional Development:										
20	Learning Outcomes:										
		1	Be able to learn the main hypothesis of behavioral economics and empirical evidence supporting them.								
		2	Be able to understand the differences between neoclassical and behavioral methods.								
		3	Be able to understand the importance of behavioral economics in creating public policies.								
		4	Realize how people actually behave in different markets and make choices.								
		5	Understand how behavioral theories has been tested and applied empirically.								
		6	Be able to see that the human model is shaped by homoeconomicus inadequate to explain real human behavior.								
		7	Realize that people have altruistic tendencies.								
		8	See that expected utility theory is not an adequate theory to explain real human behavior.								
		9	See how emotion is important in economic behaviors.								
		10									
21	Course Content:										
		C	ourse Content:								
Week	Theoretical		Practice								

1				ent of rocess		vioral e	conon	nics in												
2			<u> </u>			ics and	l psyc	hology	/											
3	Beha	aviora	al dec	ision t	heory	,														
4	Decis	sion	makir	ng und	ler risl	k and u	Incerta	ainty												
5	Pros	pect	theor	у																
6	Time	inco	onsiste	ency a	and se	lf-cont	rol													
7	Time inconsistency and self-control (continues)																			
8	Assessment and mid term exams																			
9	Emotion and Happiness																			
10	Heur	istics	s and	biases	S															
11	Social preferences: the ultimatum and dictator																			
12	Behavioral finance																			
13	Behavioral finance (continues)																			
14	Hom	oeco	onomi	cus ve	ersus l	homos	apiens	5												
22		Textbooks, References and/or Other Materials:									Rabin, Matthew. "Psychology and Economics", Journal of Economic Literature, 36(1), 1998: 11-46. DellaVigna, Stefano. "Psychology and Economics: Evidence from the Field", Journal of Economic Literature, 47(2), 2009: 315-372									
Activit	Activites								<u> </u>	Numb			Duration (hour)			Total Work Load (hour)				
Th 23 re	t ias se	esme	nt						1	4			3.00			42.00				
Practica	als/La	abs							C)			0.00			0.00				
Self stu Midtern	udy ar n Exa	nd pr	epera	tion			1		40	40 00				2.00			28.00			
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Project Home	s work-r	oroie	oct				0		00	000				0.00						
Field S	tudies	5							0	0				0.00			0.00			
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Others	anon								0	0						0.00				
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	Work Load															120.00				
<u>Total</u> w									100	0.00					4.00					
ECTS (mique	. 030		чL						4	4.00				
Course						TAD														
24	· · ·	57				TAB														
25				CON	TRIB	UTIO	N OI			-		-	S TO I	PROG	GRAM	ME				
	F	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16			
ÖK1	2	2	5	5	4	0	0	5	5	0	4	0	0	0	0	0	0			
ÖK2	C)	0	0	4	0	0	5	0	0	0	0	0	0	0	0	0			
ÖK3															1					

Contrib 1 very low ution Level:			2 low			3 Medium			4 High			5 Very High				
LO: Learning Objectives PQ: Program Qualifications																
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	3	0	0	4	0	0	5	0	0	3	0	0	0	0	0	0
ÖK4	2	0	0	4	0	0	5	0	0	4	0	0	0	0	0	0