

# BEHAVIORAL ECONOMICS

1	Course Title:	BEHAVIORAL ECONOMICS	
2	Course Code:	IUS2104	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Dr. Öğr. Üyesi MÜSLÜM BASILGAN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	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	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 determine the relationship of this for human behavior and economic outcomes.	
19	Contribution of the Course to 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:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	



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