

APPLIED BEHAVIORAL ECONOMICS

1	Course Title:	APPLIED BEHAVIORAL ECONOMICS	
2	Course Code:	IMD5119	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	6.00	
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:	Doç. Dr. ORHAN BOZKURT	
15	Course Lecturers:	Yrd.Doç.Dr.Müslüm Basılğan	
16	Contact information of the Course Coordinator:	Yrd.Doç.Dr.Müslüm Basılğan	
17	Website:		
18	Objective of the Course:	Main aim of this course is to investigate main applications of economics at business and economics.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To learn the historical evolution of behavioral politics.
		2	To learn to view critically the basic assumptions of politics.
		3	Understanding the importance of behavioral politics in establishing public policies.
		4	Evaluating how individuals actually behave and make choices in different markets.
		5	Understanding how behavioral theories are tested and applied empirically.
		6	Learnig that unbounded selfishness that characterizes the economic man is great assumption for building tractable economic models but often fails to exist.
		7	Realizes that humans have altruistic tendencies.
		8	Determines that anticipated benefit model is not a theory to explain genuine explain genuine human behaviors.
		9	Analyzing importances of emotions at economics.
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	The evolution of behavioral economics throughout history		
2	The interaction between economics and psychology		
3	Economics and behavior		

4	Psychology and economic behavior	
5	The dynamic elements of economic behaviors	
6	The application of Behavioral Dynamics to Economic Issues	
7	Behavioral judgement theory	
8	Judgement under risk and ambiguity	
9	Prospect theory	
10	Time inconsistency and auto-control	
11	Emotion and happiness	
12	Heuristics and prejudices	
13	Social preferences: Ultimatum ve dictator	
14	Behavioral finance	

22	Textbooks, References and/or Other Materials:	<ul style="list-style-type: none"> • 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 • Kahneman, Daniel and Amos Tversky. "Prospect Theory: An Analysis of Decision under Risk", Econometrica, 47(2), 1979: 263-29
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Activites		Number	Duration (hour)	Total Work Load (hour)
Midterm Exam	0	0.00		
Theoretical Quiz	0	0.00	3.00	42.00
Practicals/Labs	0	0.00	0.00	0.00
Home work project	0	0.00		
Self study and preperation	1	14.00	4.00	56.00
Final Exam	1	100.00		
Homeworks	1	12.00	12.00	12.00
Total Projects	1	0.00	0.00	0.00
Contribution of Term (Year) Learning Activities to		0.00		
Field Studies	0	0.00	0.00	0.00
Midterm exams	0	0.00	0.00	0.00
Contribution of Final Exam to Success Grade	1	100.00		
Others	0	0.00	0.00	0.00
Total Final Exams	1	70.00	70.00	70.00
Measurement and Evaluation Techniques Used in the				
Total Work Load				180.00
Total work load/30 hr				6.00
24 ECTS/WORK LOAD TABLE				
ECTS Credit of the Course				6.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	0	4	3	0	0	3	0	3	0	0	0	0	0	0	0	0
ÖK2	0	3	0	0	2	0	4	0	0	0	0	0	0	0	0	0
ÖK3	0	3	4	0	2	3	3	0	3	0	2	0	0	0	0	0
ÖK4	0	3	4	0	0	0	3	0	3	0	4	0	0	0	0	0

ÖK5	0	4	0	0	0	0	3	3	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	3	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	3	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			