

Course Title	<b>BEHAVIORAL ECONOMICS</b>
Language	English
Level of Higher Education	Third (PhD)
Semester	4
Course Launch Base	Department of Economic Theory and Economic Management Methods
Course Coordinator, Contact Details	Prof. Ganna Kolomiyets e-mail: <a href="mailto:gkolomiets@karazin.ua">gkolomiets@karazin.ua</a>
Prerequisites	Economic Theory, Economics, History of Economics and Economic Thought. Microeconomics, Macroeconomics, Institutional Economics.
Objective	<p>The purpose of teaching the academic discipline is to form a systematic understanding of the behavioral aspects of economic decision-making, the role of psychology in the economic behavior of people, the basics of behavioral modeling, the application of behavioral theories in business, public administration and finance.</p> <p>To form the ability</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> to analyze economic behavior taking into account psychological factors;</li> <li><input type="checkbox"/> to identify typical distortions in decision-making;</li> <li><input type="checkbox"/> to apply the principles of behavioral economics to optimize economic strategies in business and politics;..</li> </ul>
Learning outcomes	<p>-PLO01. Have advanced conceptual and methodological knowledge in economics, management of socio-economic systems and at the border of subject areas, as well as research skills sufficient to conduct fundamental and applied research at the level of world achievements in the relevant field.</p> <p>- PLO05. Propose new solutions, develop and scientific projects that make it possible to rethink existing and create new holistic knowledge and/or professional practice and solve significant and fundamental and applied problems of economic science, taking into account social, economic, environmental and legal aspects; ensure the commercialization of scientific research results and compliance with intellectual property rights.</p> <p>- PLO08. Plan and carry out empirical and/or theoretical research in the field of economics and related interdisciplinary areas, critically analyze the results of one's own research and the results of other researchers in the context of the entire complex of modern knowledge on the problem under study</p> <p>- PLO09. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, empirical research and mathematical and/or computer modeling, available literary data</p>
Methods of control and assessment	<p>Current and final (semester) control. Current control is carried out in seminar classes during the performance of test tasks, homework, checking the solution of cases; checking the solution of atypical tasks on the use of knowledge in practical situations; independent and control work.</p> <p>Semester final control is carried out in the form of a written exam.</p>
Course content	<ul style="list-style-type: none"> <li><input type="checkbox"/> Topic 1. The emergence and evolution of behavioral economics</li> <li><input type="checkbox"/> Topic 2. Classical and behavioral models of decision-making</li> <li><input type="checkbox"/> Topic 3. Prospect theory (Kahneman &amp; Tversky)</li> <li><input type="checkbox"/> Topic 4. R. Thaler's mental accounting</li> <li><input type="checkbox"/> Topic 5. Behavioral theory of consumption</li> <li><input type="checkbox"/> Topic 6. Behavioral aspects of savings and investment</li> <li><input type="checkbox"/> Topic 7. Nudging and choice architecture</li> <li><input type="checkbox"/> Topic 8. Modern research and prospects for the development of behavioral economics</li> </ul>