COURSE DETAIL

BEHAVIORAL ECONOMICS

Country
Netherlands

Host Institution
Maastricht University - School of Business and Economics

Program(s)
Business and Economics, Maastricht

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Economics Business Administration

UCEAP Course Number
137

UCEAP Course Suffix

UCEAP Official Title
BEHAVIORAL ECONOMICS

UCEAP Transcript Title
BEHAVIORAL ECON

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course provides students with the necessary sensitivity when applying theoretical models. The traditional model of the homo economicus is ubiquitous in microeconomic theory. Economic agents are assumed to be rational utility maximizers with self-regarding preferences and unlimited processing capacities. Common sense and the results of economic experiments show that this is not always the case. Often people behave differently than predicted by theory. This course deals with the following problem statements: 1) When does microeconomic theory apply and when does it lose its predictive power? 2) If it does not apply, what concepts and models can be used to either extend or substitute the current theory to describe human behavior? Specifically, students discuss the following issues: non-expected utility theory; inter-temporal choice; social preferences; reciprocity; levels of analytical reasoning; the role of mistakes; mental accounting; heuristics; and neuroeconomics.

Language(s) of Instruction
English

Host Institution Course Number
EBC2094/EBC2080

Host Institution Course Title
BEHAVIOURAL ECONOMICS

Host Institution Course Details
https://code.unimaas.nl/Code/Display?intCalendarID=29&intBAMA=3&SearchString=EB...

Host Institution Campus
Maastricht University

Host Institution Faculty
School of Business & Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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