COURSE DETAIL

MARKET DESIGN AND BEHAVIORAL ECONOMICS
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 123
UCEAP Course Suffix
UCEAP Official Title MARKET DESIGN AND BEHAVIORAL ECONOMICS
UCEAP Transcript Title MARKET DESIGN&ECON
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrollment is by permission of the instructor. This course explores market design, auctions, negotiation strategies, and behavioral economics with a focus on real-world applications and practical experiments. Students gain insights into how markets function, learn negotiation techniques, and analyze human behavior in economic decision-making through hands-on experiments and class discussions. At the course completion, they are able to confront real-world business challenges with confidence and insight, armed with a robust skill set that combines theory, practice, and the science of human behavior.

Students learn about different auction types, their theoretical foundations, and practical implementations. Negotiations, another crucial component of market interactions, involve discussions to reach mutually acceptable agreements. The course covers various negotiation techniques and strategies to improve outcomes. Understanding market design, auctions, and negotiations is crucial for ensuring efficient and fair resource allocation, making strategic business decisions, and developing effective negotiation skills. Behavioral economics provides insights into human decision-making, helping to predict and influence behavior in market settings. This knowledge is vital for professionals in business and economics, policymakers, and individuals aiming to improve their negotiation skills and influence market dynamics. By the end of the course, students possess a robust skill set combining theory, practical applications, and behavioral insights, enabling them to confidently tackle real-world business challenges.

Topics covered in the lessons include: market design, auction theory, applications of auction theory, negotiation and bargaining, behavioral economics, cognitive biases and heuristics, behavioral economics in market design, real world applications and case studies. Prerequisite Knowledge: To successfully complete this course, students should have a foundational understanding of microeconomics, including concepts such as supply and demand, market equilibrium, and basic game theory. Prior coursework in introductory economics or business studies will help in grasping the more advanced topics covered in market design, auctions, and negotiation

strategies. Additionally, an interest in behavioral economics and a willingness to engage in hands-on experiments and class discussions will enhance the learning experience.

Language(s) of Instruction
English

Host Institution Course Number
B5729

Host Institution Course Title
MARKET DESIGN AND BEHAVIORAL ECONOMICS

Host Institution Course Details
https://www.unibo.it/en/study/course-units-transferable-skills-moocs/course-uni...

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LM in LAW, ECONOMICS AND GOVERNANCE

Host Institution Department
Sociology and Business Law

Course Last Reviewed
2025-2026

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