COURSE DETAIL

BEHAVIORAL ECONOMICS
Country Korea, South
Host Institution Seoul National University
Program(s) Seoul National University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title BEHAVIORAL ECONOMICS
UCEAP Transcript Title BEHAVIORAL ECONOMIC
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course examines the major achievements of behavioral economics focusing on theory and empirical evidence, and introduces policy design and evaluation based on insights into human behavior changes.

Unlike traditional economics, which understands human decision-making and behavioral changes based on the assumption of human rationality and standard preferences, behavioral economics has broadened its scope to expand human decision-making models and develop new policy tools to induce behavioral changes based on the incorporation of recent studies and contributions of psychology and other fields.

Students explore these new interpretations and learn about recent applications and newly defined understanding of human beings and their economic behavior.

Students who wish to take this course are required to have an appropriate level of knowledge of microeconomics and economic statistics.

Language(s) of Instruction
Korean

Host Institution Course Number
M1314.001100 001

Host Institution Course Title
BEHAVIORAL ECONOMICS

Host Institution Course Details
https://sugang.snu.ac.kr/

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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