

## 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

[Print](#)