IB3P1-15 Applications of Behavioural Economics

26/27

Department
Warwick Business School
Level
Undergraduate Level 3
Module leader
Mattie Toma
Credit value
15
Module duration
10 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.
This module explores the real-world applications of concepts in behavioural economics, in particular how governments and firms have applied insights from behavioural economics to promote behaviour change. Lectures will begin with a brief overview of the behavioural economics concept under consideration and will then move to discussion of the relevant real-world applications, including a deeper dive into select academic papers on the topic.

Topics include the applications of behavioural economics to: health; education; firms and the workplace; savings; tax salience and compliance; labour market discrimination; development and scarcity; charitable giving; and cross-country differences. Throughout,
we will interweave discussions of methods used to research these topics. We will conclude with an assessment of when insights from behavioural economics are more or less likely to be applied

effectively in real-world contexts.

Module web page

Module aims

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we will interweave discussions of methods used to research these topics. We will conclude with an assessment of when insights from behavioural economics are more or less likely to be applied effectively in real-world contexts.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This module will cover the following topics related to the real-world applications of behavioural economics:

Health
Education
Firms and the workplace
Savings
Tax salience and compliance
Labour market discrimination
Development and scarcity
Energy and the environment
Charitable giving
Cross-country differences
When behavioural applications do (and do not) work

Learning outcomes

By the end of the module, students should be able to:

- Understand and demonstrate detailed knowledge of the existing applications of behavioural economics to policy and firm decision-making.
- Demonstrate an understanding of how to translate insights from behavioural economics into testable applications to policy and firms.
- Demonstrate the ability to make flexible use of the methodological techniques relevant to the

evaluation of behavioural applications.
- Deploy critical thinking, judgement and decision-making skills in complex, uncertain and ambiguous situations.
- Appreciate the importance of making ethical and sustainable decisions.

Indicative reading list

Reading lists can be found in Talis

Interdisciplinary

This module will bring together learnings from economics and psychology.

International

Two weeks will cover "development and scarcity" and "cross-country differences," both of which will directly touch on international
topics.

Subject specific skills

Evaluate and interpret empirical estimates typically reported in the behavioural economics literature.

Understand how to read and interpret literature in applied behavioural economics.

Transferable skills

Participate in discussions about how and why people in business and policy makers have made use of insights from behavioural economics,
and offer new and cost-effective solutions to the current practices.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Total	150 hours

Type	Required
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)
Reassessment component is the same			
Assessment component			
Presentation and Journal Entries Short Seminar Presentation (3 minutes) and Journal Entries (750 words)	20%	15 hours	No
Reassessment component			
Individual Assignment			Yes (extension)

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

There is currently no information about the courses for which this module is core or optional.