

MODULE CODE	BEE3049	MODULE LEVEL	3	
MODULE TITLE	Behaviour, Decisions and Markets			
LECTURER(S)	Miguel A. Fonseca and Dieter Balkenborg			
CREDIT VALUE	15	ECTS VALUE	7.5	
PRE-REQUISITES	None			
CO-REQUISITES	None			
DURATION OF MODULE	One Semester			
TOTAL STUDENT STUDY TIME	150 hours, comprising of 22 hours of lectures and 11 hours of tutorial and the remainder in private study.			
AIMS				
<p>The aim of this module is to enable students to examine economic theory from a behavioural perspective, and highlight instances where standard economics predicts actual choices correctly and instances where it does not. Students will be introduced to recent behavioural theories that have emerged to explain the empirical observations, and will discuss the implications for economics, business and politics. While focusing on the main developments in behavioural economics, the module aims to expose students to the methodology of experimental economics and how it can be used to empirically test economic theory.</p>				
INTENDED LEARNING OUTCOMES (ILOs)				
<p>On successful completion of this module, students should be able to:</p> <p>Module Specific Skills:</p> <ol style="list-style-type: none"> 1) be familiar with the methodology of and recent developments in experimental economics and their impact on economic theories 2) understand how economics experiments are designed <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 3) discuss and evaluate how economic theories are developed and tested 4) understand how new theories are developed to account for new empirical evidence. <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 5) participate in group work 6) produce high quality work (whether in a group or individually) in written form 7) engage in independent study 8) research and summarise a body of literature in order to produce a report 9) engage in critical thought and reasoned discussion 				
LEARNING/TEACHING METHODS				
<p>The module convenors will provide an overall framework for the course through a series of 10 lectures where the major concepts underpinning the module will be covered (ILO 1, 2, 4)</p> <p>Students will be encouraged in seminars to discuss and critically evaluate the existing experimental evidence, as well as relating it to the existing literature (ILOs 3, 5-8).</p>				
ASSIGNMENTS & ASSESSMENTS				
Formative or % Contribution:	Form of Assessment:	Size of the assessment e.g. duration/length	ILOs assessed by this assessment:	Feedback method:
15%	Written essay	1,500 words	1, 2, 3, 6, 7	Verbal or written
15%	Written essay	1,500 words	1-6, 8, 9	Verbal or written
70%	Exam	2 hours	1-4, 6-9	Written
Formative	Participating in experiment (typical group size: 4 students)	1 hour	1-5	Verbal
SYLLABUS PLAN				
<ul style="list-style-type: none"> • Rational Choice • Learning • Framing Effects • Group Decision-Making • Social Identity 				

- Bargaining and Fairness
- Market Experiments
- Behavioural Game Theory I: Coordination
- Behavioural Game Theory II: Cooperation
- Behavioural Game Theory III: Sequential Decision-Making

INDICATIVE LEARNING RESOURCES***Indicative basic reading list:***

C. A. Holt. (2006) *Markets, Games and Strategic Behavior*, London: Pearson / Addison Wesley

D. Kahneman, A. Tversky. (2000) *Choices, Values, and Frames* Cambridge: Cambridge University Press

DATE OF LAST REVISION**01/11/2009**