ECP77223 — Behavioural Economics

**Please note that this module outline is under construction and its assessment method is subject to change.*

Module Information	
Module Code	ECP77223
Module Title	Behavioural Economics
Department	Economics
Module Personnel	Yuen Ho
Academic Year	2026-27
Credit Weighting	5 ECTS Credits
Semester	Semester 1
Contact Hours	8 hours of lectures and 3 hours of tutorials

Module Content	
Module Description	The central aim of the course is to present key theoretical models and frontier empirical evidence on core topics in behavioural economics. Throughout the course, we will discuss applications of these concepts across a variety of fields, such as development, finance, health, labour, and political economy. We will also consider implications for consumers, firms, and the design of effective policies. The key topics discussed include: ● Choices over time ● Decision making under uncertainty ● Social preferences ● Bounded rationality in decision making
Module Learning Aims	Standard economic theory assumes that individuals make choices to maximize their utility, using the information available, and acting in their own self-interest. However, experiments in both the psychology and economics literature show that individuals are time-inconsistent, care about others, form "irrational" expectations, and use heuristics to solve complex problems. These deviations can be systematic, mathematically modelled, empirically tested, and incorporated into economics. The implications of these new

Module Content	
	assumptions for economic analysis and understanding will be explored. We will also insist on the importance of neoclassical theory as a successful benchmark that you are required to know.
Learning Outcomes	On successful completion of this module, you will be able to: ● Model and analyse economic decision-making in a psychologically richer way, using the neoclassical model as a benchmark. ● Identify and understand key issues related to the field of behavioural economics. ● Formulate a balanced, critical judgement on the status of the debate and the quality of existing evidence around these issues. ● Develop proficiency in the analytical tools and perspectives of Behavioural Economics
Indicative Reading / Resources	The module will cover frontier contributions in the field of Behavioural Economics. A detailed reading list will be provided at the start of the course.

Assessment	
Assessment Components	• Coursework (problem sets and in-class presentations): 40% • In-person final exam (60%)
Assessment Details	

Additional Information	
Prerequisites	None
Co-requisites	None
Any other information	