

Behavioural Economics | ECP77224

Year	1
ECTS Credits	5
Contact Hours	14
Pre-Requisite	Nil
Semester	2
Module Leader and Lecturer	Professor Pete Lunn
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Module Outline:

This module will acquaint students with the core findings of behavioural economics and how they are changing the economic analysis of policy problems. It will proceed in three sequential steps. First, we will cover the origins of behavioural economics and how the approach differs from that of traditional (neoclassical) economics. Second, we will describe and, where possible, conduct demonstrations of classic experiments that give insights into how humans make economic decisions. Third, we will describe and debate the application of behavioural economics to specific policy problems.

Module Learning Outcomes:

On successful completion of this module, students should be able to:

MLO7.1 Explain what behavioural economics is and how it departs from traditional approaches

MLO7.2 Describe experimental studies that demonstrate systematic aspects of human decision making and behaviour

MLO7.3 Compare different approaches to the application of behavioural economics to policy

MLO7.4 Command multiple examples, both international and Irish, where behavioural economics has been applied to policy problems – successfully and unsuccessfully

MLO7.5 Describe key principles of how to design and conduct experiments for policy

Assessment:

Project [40%]: It will involve a practical application of material studied during the module.

Final Examination [60%]: It will test critical understanding and appropriate application of topics covered in the module

Recommended Reading List:

Nil