SHORT COURSE DESCRIPTION
The aim of this course is to enable you to examine economic theory from a behavioural perspective, and highlight instances where standard economics predicts actual choices correctly and instances where it does not. You 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 course will also provide explanations for why individuals contribute towards the well being of others and the society.

READING MATERIALS
All material, including lecture notes and journal papers will be provided online and will be available on SKKU website.

COURSE REQUIREMENTS AND GRADING
The course will require students to attend and participate 20%, make a presentation in class 40% and provide a written report on a topic given 40%. Note SKKU regulations require students to attend at least 80% of all classes.

COURSE SCHEDULE

– WEEK I –
Tuesday (26 June) – Rational Choice Fundamentals

Wednesday (27 June): Expected Utility theory

Thursday (28 June): Violations of Expected Utility

Friday (29 June) – Risk and Uncertainty

– WEEK II –
Monday (2 July) – Time preferences

Tuesday (3 July) – Prospect theory

Wednesday (4 July) – Mental Accounting
Thursday (5 July) – Loss Aversion

– WEEK III –
Monday (9 July) – Heuristics in decision-making
Tuesday (10 July) – Games, Zero Sum Games and Coordination

Wednesday (11 July) – Other regarding preferences, Inequality Aversion.

Thursday (12 July) – Reciprocity and fairness

– WEEK IV –

Monday (16 July): Lying, guilt and guilt aversion

Tuesday (17 July): Groups and social identity

Wednesday (18 July): Coursework presentation and feedback.