**SYLLABUS**

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| **Basic data por subject:** |
| **Academic unit:**  | **Economic Faculty** |
| **Subject:** | **Behavioral Economics** |
| **Level:** | **BSc** |
| **Subject status:** | **Obligatory** |
| **Study year:** | **3** |
| **No. of hours per week:** | **2+1** |
| **ECTS:** | **4** |
| **Time / Lokation:** |  |
| **Proffesor:** | **Assoc. Prof. Adriatik Hoxha** |
| **Contact detals:**  | **email:** **adriatik.hoxha@uni-pr.edu** **cell: +383 44 208 000** |
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| **Description of the subject** | This course introduces the behavioral foundations, their inter-relation and application with the microeconomic, macroeconomic and financial analysis.  |
| **Objective of the course** | More specifically this course aims are to present and analyze:• the microeconomic principles employed by the behavioral economics.• policy neuroeconomics, modern neuroscience and behavioral finance.• Study the relationship between behavioral macroeconomics and financial systems. |
| **Expected learning outcomes:** | At the end of the course, students should be able to:• Understand microeconomic principles, respectively motivations and incentives, heuristics and bias, prospects and regrets, learning, sociality and identity, time and plans, personality, moods, and emotions.• Understand principles of neuroeconomics and analyze the evidence, behavioral public policy, and behavioral finance applications. • Understand the functioning of the macroeconomic and financial systems, financial instability, happiness, and well-being. |
| **Contribution on the student load** |
| **Activity** | **Hours** | **Day/week** | **Total** |
| Lectures | 2 | 15 | 30 |
| Theoretical / laboratory exercises |  |  | - |
| Practical work | 2 | 15 | 30 |
| Contacts with the teacher / consultations | 1 | 5 | 5 |
| Field exercises |  |  | - |
| Colloquium, seminars | 2 | 1 | 2 |
| Homework | 2 | 10 | 20 |
| Student study time (in library or at home) | 1 | 10 | 10 |
| Final exam preparation | 20 | 1 | 20 |
| **Total** |  |  | **117** |
| **Teaching Methodology:** | This course will be delivered via a combination of the course material. books, case studies, lecture slides, practical lectures, tutorials assignments and development and statistical analysis of questionnaires. |
| **Methods of assessment:** | • Participation 10% of the overall mark.• Class activity 15% of the overall mark.• Empirical project, worth 25% of the overall mark.• Final exam, worth 50% of the overall mark. |
| **Literature:** |
| **Basic literature:**  | Baddeley, M. (2019). Behavioural Economics and Finance. Second edition published 2019 by Routledge. 2 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN and by Routledge 711 Third Avenue, New York, NY 10017. © 2019 Michelle Baddeley. |
| **Additional literature:**  | Ogaki, M., and Tanaka, S. C. (2017). Behavioral Economics - Toward a New Economics by Integration with Traditional Economics. ISSN 2192-4333 ISSN 2192-4341 (electronic), Springer Texts in Business and Economics, ISBN 978-981-10-6438-8 ISBN 978-981-10-6439-5 (eBook), DOI 10.1007/978-981-10-6439-5. |

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| **Described Learning Plan:** |
| **Week** | **Lecture to be held** |
| ***First week:*** | Presentation of course plan, content; Introducing behavioral economics |
| ***Second week*** | Motivations and incentives |
| **Third week:** | Heuristics and bias |
| ***Fourth week:*** | Prospects and regrets |
| ***Fifth week:*** | Learning |
| ***Week six:*** | Sociality and identity |
| ***Week Seven:*** | Time and Plans; & Bad Habits |
| ***Eighth week:*** | Personality, moods, and emotions |
| ***Ninth week:*** | Behavioral public policy |
| ***Tenth Week:*** | Neuroeconomics: principles and evidence |
| ***Week Eleven:*** | Behavioral anomalies in finance |
| ***Twelfth Week:*** | Corporate investment and finance, and emotional trading |
| ***Thirteenth Week:*** | Behavioral Macroeconomics |
| ***Fourteenth Week:*** | Financial instability and macroeconomic performance |
| ***Fifteenth week:*** | Happiness and well-being |

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| **Academic policies and rules of conduct** |
| ***The conduct policies to comfort the UP statute*** |