**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**](mailto: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*** |