

COURSE OF STUDY: Gestione Strategica e Marketing Digitale
ACADEMIC YEAR: 2023-2024
ACADEMIC SUBJECT: Behavioural economics

General information	
Year of the course	2023- 2024
Academic calendar (starting and ending date)	I semester (September-December 2023)
Credits (CFU/ETCS):	6
SSD	SESCS P01
Language	italian
Mode of attendance	not compulsory

Professor/ Lecturer	
Name and Surname	Giuseppe Massimo Paradiso – Anna Rinaldi
E-mail	Giuseppemassimo.paradiso@uniba.it ; Anna.rinaldiniba.it
Telephone	080 5049108
Department and address	Dipartimento di Economia e Finanza, Largo Abbazia Santa Scolastica
Virtual room	Teams: a.a. 2023/2024 Economia comportamentale
Office Hours (and modalities: e.g., by appointment, on line, etc.)	At the end of the lectures and by email appointment

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6			

Learning Objectives	The course provides students with advanced knowledge and methodological tools for understanding behavioural economics and its relation with the standard theory of choice under risk and uncertainty.
Course prerequisites	The course requires a good knowledge of the basic concepts of microeconomics and of english language.

Teaching methods	The course includes face-to-face lectures, tutorials and didactic-experimental workshops. During the face-to-face lectures, the lecturer mainly uses slides. The lectures and tutorials are aimed at enabling students to acquire analytical and methodological skills.
Expected learning outcomes in terms of	
Knowledge and understanding on:	The aim of the course is to enable students to develop analytical skills useful for understanding and applying the results of behavioural economics. Specifically: The tools for advanced analysis of the economic theory of individual choice will first be provided. It will then focus fundamentally on the most recent advances in behavioural economics by reviewing some of the assumptions of traditional

	economic models and discussing how human behaviour systematically deviates from these assumptions. Alternative conceptions of economic rationality will be explored through investigations of behavioural economics.
Applying knowledge and understanding on:	Students will be able to understand the applications of behavioural economics in various relevant areas of economic choice.
Soft skills	The lectures will enable students to develop critical thinking about the limits of economic rationality.
Syllabus	The theory of choice under uncertainty Individual preferences and economic choice. The birth of behavioural economics: The Prospect Theory The Dual Process Theory Cognitive biases Risk and risk elicitation methods Experimental methods Emotions and decisions Lies and deception
Texts and readings	E. Angner, <i>Economia Comportamentale</i> , Hoepli ; Or: N. Wilkinson & M. Klaes, <i>Introduction to behavioral economics</i> , Palgrave. Further materials and specific readings will be provided by the lecturer during the lectures.
Notes, additional materials	
Repository	The material provided during the lectures will also be available on Teams
Assessment	
Assessment methods	Oral exams OR project work to be agreed with the lecturer
Assessment criteria	The examination allows the teacher to check whether and to what extent students have acquired the analytical and methodological knowledge and skills set by the course. In particular, students are assessed in relation to the achievement (failure, partial or complete) of each of the expected learning outcomes. The programme contents all carry equal weight in the final assessment.
Final exam and grading criteria	The vote is awarded out of 30, with possible honors. The examination is passed when the mark is greater than or equal to 18.
Further information	
	.