

1. Name. Behavioural economy

2. Code. 10192

3. Type. Professional obligatory

4. Academic year. 2018-2019

5. Semester. I

6. Number of ECTS credits - 5.

7. Name of lecturer, degree, position.

Ushkalov Volodymyr Vasylovych, PhD, ass.prof.

8. Learning outcomes:

the system formation of theoretical knowledge and applied skills and competencies regarding the use of methodical apparatus and behavioural economy tools in the context of improving the managerial and economic decisions quality; understanding of behavioural patterns and their influence on the course of economic processes; system perception and development formation of ability to predict individuals economic behaviour and organizations; formation of skills for detecting and eliminating systematic mistakes during decision making; skills and habits formation of application in behavioural models in the development of economic relations and in the economic individuals management.

9. Compulsory prior studied subjects.

«Philosophy», « Management Fundamentals », « Marketing Fundamentals », «General and Social Psychology», «Economic Theory», «Enterprise Economics».

10. Content.

Behavioural economics in the system of economic sciences. Modeling of real economic behavior. The system of factors that determine economic behaviour. Cognitive processes in the regulation of behaviour. Diagnosis and management of emotional decision-making factors. Adoption of economic decisions by the consumer. Internal motivation and support mechanisms. Decision making in conditions of risk. The theory of Kaneman-Tversky prospects. Countdown points and framing. The influence features of the context on decision making. Heuristics in making economic decisions. Methods of influencing economic behaviour. Approaches to the formation of the choice architecture. Social aspects of economic behaviour.

11. Recommended sources.

1. Naumik K. H. Ekonomichna psikhologhiia : navch. posib. / K. H. Naumik; Kharkivskyi natsionalnyi ekonomichnyi universytet. – Kharkiv : KhNEU, 2007. – 274 s.

2. Metodicheskie rekomendatsii k prakticheskim zanyatiyam po uchebnoy distsipline "Ekonomicheskaya psihologiya" dlya stud. vseh spets. vseh form obuch.

/ sost. E. G. Naumik ; Harkovskiy natsionalnyiy ekonomicheskiiy universitet. – Harkov : HNEU, 2007. – 119 s.

3. Naumik K. H. Ekonomichna psikhologhiia : navch. posib. / K. H. Naumik ; Kharkivskiyi natsionalnyi ekonomichnyi universytet. – Kharkiv : KhNEU, 2007. – 274 s.

Lectures, practical classes, problem-oriented lectures, training workshops, business games, case studies, presentations.

4. Akerlof Dzh. Spiritus Animalis, ili Kak chelovecheskaya psihologiya upravlyaet ekonomikoy i pochemu eto vazhno dlya mirovogo kapitalizma / Dzh. Akerlof, R. Shiller ; per. s angl. D. Priyatkina ; pod nauchn. red. A. Suvorova ; vstup. st. S. Gurieva. – Moskva : OOO «Yunayted Press», 2010. – 273 s.

5. Kaneman D. Dumay medlenno... reshay byistro / D. Kaneman. – Moskva : AST 2014. – 653 s.

6. Kaneman D. Prinyatie resheniy v neopredelennosti: Pravila i predubezhdeniya / D. Kaneman, P. Slovik, A. Tverski ; per. s angl. — Harkov : Izd¬. Institut prikladnoy psihologii «Gumanitarnyyiy Tsentr», 2005. — ¬ 632 s.

7. Pink D. Drayv: Chto na samom dele nas motiviruet / D. Pink ; per. s angl. – Moskva : Alpina Pablisher, 2013. – 274 s.

8. Smit V. Eksperimentalnaya ekonomika (kompleks issledovaniy, po sovokupnosti kotoryih avtoru prisuzhdena Nobelevskaya premiya) / V. Smit ; per. s angl., pod nauchn. red. R. M. Nureeva. – Moskva : IRISEN; Myisl, 2008. – 808 s.

9. Taler R. Novaya povedencheskaya ekonomika. Pochemu lyudi narushayut pravila traditsionnoy ekonomiki i kak na etom zarabotat / R. Taler. – Moskva : Eksmo, 2017. – 577s.

12. Methods of study. Ukrainian Communicative innovative (active and interactive) methods of teaching at lectures and practical classes.

13. Assessment methods:

- current control (testing, surveys, interactive surveys, individual task, control work, colloquiums, essay);
- final examination (exam).

14. Language of learning. Ukrainian