



Subject card

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|---|--|---|-------------------------------------|------------|---|---------|-----|
| Subject name and code | BEHAVIORAL ECONOMY, PG_00058570 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2025/2026 | | |
| Education level | first-cycle studies | Subject group | | | Optional subject group Subject group related to scientific research in the field of study | | |
| Mode of study | Part-time studies | Mode of delivery | | | at the university | | |
| Year of study | 2 | Language of instruction | | | Polish | | |
| Semester of study | 4 | ECTS credits | | | 2.0 | | |
| Learning profile | general academic profile | Assessment form | | | assessment | | |
| Conducting unit | Department of Economic -> Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Paweł Umiński | | | | | |
| | Teachers | | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 16.0 | 0.0 | 0.0 | 0.0 | 16 |
| | E-learning hours included: 0.0 | | | | | | |
| | Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21999 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM | | |
| | Number of study hours | 16 | 5.0 | 29.0 | 50 | | |
| Subject objectives | The aim of the course is the analysis of the chosen issues within behavioral economics scope and it's impact on the economic units decision making. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [K6_U06] Acquires new specialized knowledge related to the field of economic analytics by planning a personal lifelong learning strategy | acquires new knowledge necessary to conduct an analysis of the influence of behavioral factors on economic and social relations | | | [SU5] Assessment of ability to present the results of task | | |
| | [K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts. | demonstrates a critical approach to the selection of reliable sources of information in the field of behavioral economics | | | [SK4] Assessment of communication skills, including language correctness [SK1] Assessment of group work skills | | |
| Subject contents | 1. Two systems 2. Heuristics 3. Framing 4. Prospect theory 5. Social and market norms 6. Pain of paying 7. Taxes and the behavioral economics 8. Behavioral economics in macroeconomics 9. Reports using experimental approach 10. Criticism of behavioral economics. | | | | | | |
| Prerequisites and co-requisites | Completion of introductory economic courses. | | | | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | | | Percentage of the final grade | | |
| | activity | 0.0% | | | 20.0% | | |
| | presentation | 60.0% | | | 80.0% | | |

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| Recommended reading | Basic literature | Kahneman, D. (2013). Pułapki myślenia. Poznań: Wydawnictwo Media Rodzina Zaleśkiewicz, T. (2021). Psychologia ekonomiczna. Warszawa: Wydawnictwo Naukowe PWN Thaler, R., Sunstein, C. (2012). Impuls. Jak podejmować właściwe decyzje dotyczące zdrowia, dobrobytu i szczęścia. Poznań: Wydawnictwo Zysk i S-ka Ariely, D. (2018). Potęga irracjonalności. Ukryte siły, które wpływają na nasze decyzje. Sopot: Wydawnictwo Smak Słowa |
| | Supplementary literature | Camerer, C., Loewenstein, G. (2004). Behavioral Economics: Past, Present, Future, in: C. Camerer, (et.al), Advances in Behavioral Economics. New York: Princeton University Press Evans, J. S. B. T. (2012). Spot the difference: Distinguishing between two kinds of processing. Mind & Society, 11(1), 121131. https://doi.org/10.1007/s11299-012-0104-2 Gigerenzer, G., Todd, P. M., & The ABC Research Group. (1999). Simple heuristics that make us smart. Oxford University Press. |
| | eResources addresses | Adresy na platformie eNauczanie: |
| Example issues/ example questions/ tasks being completed | On the basis of the description provided, what cognitive errors were made by the investor. Describe the impact of an anomaly from rational behavior on the valuation of enterprises. | |
| Work placement | Not applicable | |

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