



## Subject card

Subject name and code	BEHAVIORAL ECONOMY, PG_00058446						
Field of study	Economics, Economic Analytics						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-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	dr Paweł Umiński					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Address on the e-learning platform: <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21999">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21999</a>							
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	30	5.0	15.0	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			[SK1] Assessment of group work skills [SK4] Assessment of communication skills, including language correctness		
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%		

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. <a href="https://doi.org/10.1007/s11299-012-0104-2">https://doi.org/10.1007/s11299-012-0104-2</a> 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: Ekonomia behawioralna 2024/2025 - Moodle ID: 45143 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=45143">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=45143</a>
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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