



HANYANG UNIVERSITY

Hanyang International Summer School

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	Home University	Hanyang University				
	Department	Center for Creative Convergence Education				
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Course Information	Class No.	18066	Course Code	VEN3023	Credits	3
	Course Name	Behavior Economics for Business Strategies				
	Lecture Schedule	Mon-Thu /13:00~16:00				
	Course Description	Although economics often assume that people are rational make decision for the best of their self-interest, human behaviors are known to be complex in nature and often cannot be fully explained. This course is designed to draw practical insights for individuals and/or organizations from understanding human behaviors, especially, in the discrepancy between rational and irrational factors of human nature.				
	Course Objective	Comprehend the assumptions of behavioral economics in comparison to neo-classical economics. Applying concepts of behavioral economics, build strategies to help individuals/business/public officers make better decisions				
	Prerequisite	No prerequisite required.				
	Materials/Textbooks	Nudge: Improving Decisions about Health, Wealth, and Happiness, Penguin Publishing Group, Richard Thaler & Cass R Sustain				
Evaluation	Attendance	20%	Quiz	20%		
	Assignment	%	Mid-term Exam	20%		
	Presentation	%	Final Exam	%		
	Group Project	30%	Participation	10%		
	Etc.	Evaluation Item			Ratio	
					%	
Daily Lecture Plan	Week 1	Day 1	Opening ceremony			
		Day 2	Introduction			
		Day 3	Understanding Humans & Econs			
		Day 4	Understanding Humans & Econs			
	Week	Day 1	The tools for choice architect			



	2	Day 2	The tools for choice architect
		Day 3	The tools for choice architect
		Day 4	Midterm
	Week 3	Day 1	Money—Save more for tomorrow
		Day 2	Money—Investment
		Day 3	Money—Insurance
		Day 4	Society—organ donations
	Week 4	Day 1	Society—Saving the planet
		Day 2	Application
		Day 3	Final project
		Day 4	Final presentation