



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Sunyoung Lee					
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	Department	Center for Creative Convergence Education					
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Course Information	Class No.	TBA	Course Code	TBA	Credits	3	
	Course Name	Behavioral Economics for Business					
	Lecture Schedule	Mon-Thu /					
	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	20%	Mid-term Exam	%			
	Presentation	%	Final Exam	%			
	Group Project	30%	Participation	10%			
	Etc.	Evaluation Item			Ratio		
					%		
			%				
Daily Lecture Plan	Week 1	Day 1	Introduction				
		Day 2	Understanding Humans & Econs				
		Day 3					
		Day 4					
	Week	Day 1	Information & Uncertainty				



	2	Day 2	Present bias
		Day 3	Loss aversion
		Day 4	
	Week 3	Day 1	Mental Accounting
		Day 2	Status Quo Bias and Default Options
		Day 3	
		Day 4	
	Week 4	Day 1	Applying Behavioral Economics
		Day 2	Behavioral economics topics
		Day 3	Final project
		Day 4	