

## Syllabus Attività Formativa

<b>Anno Offerta</b>	2018
<b>Corso di Studio</b>	LM19K - MARKETING
<b>Regolamento Didattico</b>	LM19K-18
<b>Percorso di Studio</b>	LM19KMK - MARKETING ANALYTICS & METRICS
<b>Insegnamento/Modulo</b>	M200 - BEHAVIORAL ECONOMICS & CONSUMPTION THEORIES - BEHAVIORAL ECONOMICS & CONSUMPTION THEORIES
<b>Attività Formativa Integrata</b>	-
<b>Partizione Studenti</b>	-
<b>Periodo Didattico</b>	S1 - Primo Semestre
<b>Sede</b>	
<b>Anno Corso</b>	1
<b>Settore</b>	SECS-P/01 - ECONOMIA POLITICA
<b>Tipo attività Formativa</b>	B - Caratterizzante
<b>Ambito</b>	50586 - Economico
<b>CFU</b>	12.0
<b>Ore Attività Frontali</b>	96.0
<b>AF_ID</b>	36624

<b>Tipo Testo</b>	<b>Codice Tipo Teste</b>	<b>Num. Max. Caratteri</b>	<b>Ob bl.</b>	<b>Testo in Italiano</b>	<b>Testo in Inglese</b>
<b>Obiettivi Formativi Del</b>	OBIETT_FORM	3800	Sì	Questo corso offre un'introduzione alla <i>behavioral economics</i> e alle sue applicazioni	This course offers an introduction to <i>behavioral economics</i> and its applications

<b>Corso / Course Formative Objectives</b>				nelle teoria del consumo. Alla fine del corso, gli studenti avranno appreso gli aspetti fondamentali dell'approccio comportamentale alle decisioni e ai giudizi e, in particolare, avranno acquisito gli strumenti e le abilità necessarie per applicare con successo gli <i>insight</i> comportamentali nel contesto del marketing e del consumo.	towards theories of consumption. At the end of the course, students will be expected to have learned the fundamentals of the behavioral approach to judgment and decision making and, most importantly, to have learned the tools and acquired the skills necessary to successfully apply behavioral insights in the context of marketing and consumption.
<b>Prerequisiti / Prerequisites</b>	PREREQ	3800	Sì	Nessuno	None.
<b>Contenuti Del Corso / Course Contents</b>	CONTENUTI	3800	Sì	Il corso è diviso in tre parti. Nella prima parte, introduttiva, verranno offerti agli studenti gli strumenti concettuali necessari per apprendere e padroneggiare l'approccio comportamentale all'economia. In questo modulo verranno discusse le idee teoriche principali della <i>behavioral economics</i> , comparandole con l'approccio tradizionale sia nel campo della scelta (teoria dei prospetti) che in quello dei giudizi (euristiche e bias). Nella seconda parte del corso, discuteremo due applicazioni dell'approccio comportamentale, una alle scelte finanziarie e un'altra alle decisioni intertemporali. Infine, prima della terza parte del corso, verrà discusso con gli	The course is organized in three parts. The first, introductory, module will revolve around the conceptual tools necessary to grasp and master the behavioral approach to economics. In this module we will discuss the main theoretical ideas of behavioral economics, contrasting them with the traditional approach both in the context of choice (prospect theory) and in the context of judgment (heuristics and bias). In the second part of the course we will discuss two application of the behavioral approach, to financial decision making and to intertemporal decision making. Finally, before the third part of the course, students will be offered a portfolio of topics on which they will build their

				<p>studenti un ventaglio di aree tematiche tra le quali selezionare quella su cui vorranno concentrarsi nel progetto finale. Le aree tematiche includeranno il cibo, la salute, le scelte finanziarie, la protezione del consumatore, l'etica comportamentale, la corporate governance, la sostenibilità, la privacy, la gestione del rischio. La terza parte del corso, quindi, offrirà agli studenti quegli strumenti applicati necessari per completare con successo il loro progetto finale. In particolare ci occuperemo della teoria del <i>nudging</i> ovvero l'applicazione di <i>insight</i> comportamentali per spingere le persone a prendere decisioni migliori.</p>	<p>project work. Topics will include food, health, financial literacy, consumer protection, disclosure, behavioral ethics, corporate governance, sustainability, privacy, risk management; students are since now encouraged to come up with their own suggestions. The third part of the course, thus, will offer students the applicative tools necessary to carry out their project. In particular we will delve into <i>nudge</i> theory, that is, the application of behavioral insights to help people make better decisions.</p>
<p><b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 1 / Extended Program And Reference Reading Material: Week 1</b></p>	PROGR_EST_1	3800	Sì	<p>Introduction to the course; principles of behavioral science and research; beyond the theory of utility.</p> <p>Readings:</p> <p>Soman, chapters 1, 2</p> <p>Suggested:</p> <p>Kahneman "Thinking Fast and Slow" part 1</p>	<p>Introduction to the course; principles of behavioral science and research; beyond the theory of utility.</p> <p>Readings:</p> <p>Soman, chapters 1, 2</p> <p>Suggested:</p> <p>Kahneman "Thinking Fast and Slow" part 1</p>
<p><b>Programma Esteso E</b></p>	PROGR_EST_2	3800	Sì	<p>Behavioral approach to choice and decision making; Prospect theory; Applications of</p>	<p>Behavioral approach to choice and decision making; Prospect theory; Applications of</p>

<b>Materiale Didattico Di Riferimento: Settimana 2 / Extended Program And Reference Reading Material: Week 2</b>				<p>Prospect theory</p> <p>Readings: Soman, ch. 3; Tversky and Kahneman "Rational choice and the framing of decisions"</p> <p>Suggested: Kahneman "Thinking Fast and Slow": part 4</p>	<p>Prospect theory</p> <p>Readings: Soman, ch. 3; Tversky and Kahneman "Rational choice and the framing of decisions"</p> <p>Suggested: Kahneman "Thinking Fast and Slow": part 4</p>
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 3 / Extended Program And Reference Reading Material: Week 3</b>	PROGR_EST_3	3800	Sì	<p>Behavioral approach to judgment; Heuristics and bias; ecological rationality</p> <p>Readings: Soman, ch. 3; Jonathan Baron "Heuristics and Bias"</p> <p>Suggested: Kahneman "Thinking Fast and Slow": part 2</p>	<p>Behavioral approach to judgment; Heuristics and bias; ecological rationality</p> <p>Readings: Soman, ch. 3; Jonathan Baron "Heuristics and Bias"</p> <p>Suggested: Kahneman "Thinking Fast and Slow": part 2</p>
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 4 / Extended</b>	PROGR_EST_4	3800	Sì	<p>Behavioral Finance</p> <p>Reading: Barberis and Thaler "A Survey of Behavioral Finance"</p>	<p>Behavioral Finance</p> <p>Reading: Barberis and Thaler "A Survey of Behavioral Finance"</p>

<b>Program And Reference Reading Material: Week 4</b>					
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 5 / Extended Program And Reference Reading Material: Week 5</b>	PROGR_EST_5	3800	Sì	Behavioral Finance; Intertemporal Choice  Readings: Frederick et al. "Time Discounting and Time Preferences"	Behavioral Finance; Intertemporal Choice  Readings: Frederick et al. "Time Discounting and Time Preferences"
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 6 / Extended Program And Reference Reading Material:</b>	PROGR_EST_6	3800	Sì	Intertemporal choice  Frederick et al. "Time Discounting and Time Preferences"	Intertemporal choice  Frederick et al. "Time Discounting and Time Preferences"

<b>Week 6</b>					
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 7 / Extended Program And Reference Reading Material: Week 7</b>	PROGR_EST_7	3800	No	Introduction to nudging; the role of context in our choices  Readings: Soman, chapters 7, 8, 9	Introduction to nudging; the role of context in our choices  Readings: Soman, chapters 7, 8, 9
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 8 / Extended Program And Reference Reading Material: Week 8</b>	PROGR_EST_8	3800	No	Discussion of macro-areas from which students will start picking topics for their project work  Macro-areas will include food, health, financial literacy, consumer protection, disclosure, behavioral ethics, corporate governance, sustainability, privacy, risk management.	Discussion of macro-areas from which students will start picking topics for their project work  Macro-areas will include food, health, financial literacy, consumer protection, disclosure, behavioral ethics, corporate governance, sustainability, privacy, risk management.
<b>Programma Esteso E Materiale</b>	PROGR_EST_9	3800	No	NO CLASSES	NO CLASSES

<b>Didattico Di Riferimento: Settimana 9 / Extended Program And Reference Reading Material: Week 9</b>					
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 10 / Extended Program And Reference Reading Material: Week 10</b>	PROGR_EST_10	3800	No	Cognitive empowerment (de-biasing) and nudging (Re-biasing)  Readings: Soman, chapters 10, 11	Cognitive empowerment (de-biasing) and nudging (Re-biasing)  Readings: Soman, chapters 10, 11
<b>Programma Esteso E Materiale Didattico Di Riferimento: Settimana 11 / Extended Program And</b>	PROGR_EST_11	3800	No	Disclosure; Retailing  Readings: Soman, chapters 12, 13	Disclosure; Retailing  Readings: Soman, chapters 12, 13

<b>Reference Reading Material: Week 11</b>					
<b>Programma Estesio E Materiale Didattico Di Riferimento: Settimana 12 / Extended Program And Reference Reading Material: Week 12</b>	PROGR_EST_1 2	3800	No	Q&A and sundry topics	Q&A and sundry topics
<b>Testi Di Riferimento / Reference Books</b>	TESTI_RIF	3800	Si	Dilip Soman, <i>The Last Mile: Creating Social and Economic Value from Behavioral Insights</i> , Rotman-Utp Publishing 2015  Papers and readings assigned in class	Dilip Soman, <i>The Last Mile: Creating Social and Economic Value from Behavioral Insights</i> , Rotman-Utp Publishing 2015  Papers and readings assigned in class
<b>Metodologie Didattiche / Teaching Method</b>	METODI_DID	3800	Si	Lectures, Discussion Sessions, Group Work	Lectures, Discussion Sessions, Group Work



<b>Modalita' Di Verifica Dell'apprendimento / Assessment Method</b>	MOD_VER_AP PR	3800	Sì	Written Exam 60%, Project Work 40%	Written Exam 60%, Project Work 40%
<b>Criteria Per L'assegnazione Dell'elaborato Finale / Criteria for assigning the Master thesis</b>	CRIT_ASS_ELA	3800	Sì	Successful completion of the course, agreement with instructor on research topic.	Successful completion of the course, agreement with instructor on research topic.