



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

## COURSE SYLLABUS PROPOSAL

### BEHAVIORAL INSIGHTS FOR BUSINESS AND FINANCE

**Alexander Coutts**

**Nova School of Business and Economics (Portugal)**

**June 4 - June 14**

(6:00 pm - 9:00 pm)

**June 8**

(9:00 am - 12:00 m)



#### DESCRIPTION

This course studies biases in decision making, drawing on research in behavioral economics and psychology, and develops insights for business and financial market contexts. Examples of topics covered include studying links between overconfidence and optimism in entrepreneurship as well as financial markets; understanding price bubbles and whether they are driven by irrational consumers; and how are new forms of financing such as crowdfunding susceptible to behavioral biases?

#### OBJECTIVES

The primary objectives of this course are to introduce to students the concepts in behavioral economics that are most relevant to business and financial markets, and to study applications of these concepts in the actual business world. Students should leave the course with a better understanding of both the sources of irrational behavior and their consequences for the business environment and financial markets.



## METHODOLOGY

This course involves a number of complementary methodologies. Much of the course is based on discussion of both readings as well as applications of the topics to real business and market settings. Lectures and discussions are complemented with short video material when appropriate. Further the course will involve one in-class experimental activity meant to better illustrate the topics of study. Discussion is encouraged, and the final lectures will involve short group presentations to illustrate the ability to apply the concepts to real world situations.

## EVALUATION

Final Exam: 40%  
Three in-class Quizzes: 35%  
Group Presentation: 25%

## PRE-REQUISITES

There are no firm pre-requisites for the course. It is recommended that students have taken an intermediate microeconomics class.