

MW78: Behavioural Industrial Economics				Study programme	M
Module type:	ECTS points:	Workload:	Semester of study:	Duration of the module:	
Compulsory Elective	8	240	4 th	one semester	
Courses:			Contact hours:	Independent study:	Planned group size:
Course 1: Behavioural Industrial Economics (2 semester hours per week)			30 h	90 h	10
Course 2: Behavioural Industrial Economics (Seminar) (2 semester hours per week)			30 h	90 h	10
Learning objectives and competences:					
After completing the module, students are able to:					
<ul style="list-style-type: none"> - integrate findings of behavioural economics into the study of defective markets; - and analyse economic foundations of consumer protection. 					
Key competences:					
<ul style="list-style-type: none"> - problem-solving skills - critical thinking - independent analysis of formal models - independent and critical study of literature - willingness to learn and perform 					
Course content:					
<ol style="list-style-type: none"> 1. Consumer errors and market results <ol style="list-style-type: none"> 1.1. Distribution effects 1.2. Distributional bias 1.3. Exploitation bias 1.4. Consumer and competition policy 2. Corporate errors and behavioural economics insights into managerial behaviour 3. Behavioural economics consumer preferences and company responses <ol style="list-style-type: none"> 3.1. Self-commitment and other time preferences 3.2. Reference point-specific preferences 4. Attention and competition 5. Fairness preferences and competition 					
Language:					
The language of the course is English.					

Teaching forms:
Lectures, student presentations
Applicability of the module:
MSc Business Administration (BWL), MSc VWL, MSc Economics, Master's study programme Mathematics.
Requirements for participation:
Admission to the Master's study programmes in Business Administration, VWL, Economics or to the Master's study programme in Mathematics. A very good understanding of microeconomics and completion of module MW77 are required.
Forms of examination:
The final module examination takes place in the form of another examination output.
Requirements for the award of ECTS points:
Regular attendance of the courses and a successfully passed final module examination. A final module examination is successfully passed if the grade is at least "sufficient" (4.0).
Frequency:
All courses take place usually every academic year in the summer semester.
Significance of the grade for the final grade:
This course is graded and taken into account when calculating the overall grade of your Master's degree. For more detailed information on the calculation of the overall grade, please refer to the applicable examination regulations of your respective study programme.
Module supervisors and full-time lecturers:
Prof Dr Paul Heidhues
Other information:
Up-to-date information can be found on the DICE website.

Version: 30 July 2020