"Homo economicus is dead, but whose Homo behavioralis will replace him?"
– Ken Binmore, University College London

INTRODUCTION

This course will discuss recent developments in behavioral economics. The focus will be on economic behavior, heuristics, and experimental economics.

Students are expected to attend all classes. There will be a grade for attendance and class participation which will make up 12% of the final grade. Lectures will be crucial for understanding the material. Students are also expected to have completed all readings before each class.

REQUIRED BOOKS

Nudge: Improving Decisions About Health, Wealth, and Happiness
Richard Thaler and Cass R. Sunstein
Publisher: Yale University Press
ISBN: 0300122233

Thinking, Fast and Slow
Daniel Kahneman
Publisher:
ISBN: 978-0374275631

Predictably Irrational: The Hidden Forces That Shape Our Decisions
Dan Ariely
Publisher: HarperCollins
ISBN: 006135323X

Your final grade will be determined by:

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<th>EACH</th>
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<td>PAPER SUMMARIES/REACTIONS</td>
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<td>NUDGE PRESENTATIONS</td>
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<td>TAKE HOME FINAL</td>
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**BLACKBOARD:** Blackboard is an instrumental part of this course. You can access Northeastern's Blackboard system at: [http://neiu.blackboard.com/](http://neiu.blackboard.com/)

**PLAGIARISM:** Plagiarism is “the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work”\(^1\). If you are suspected of plagiarizing, you will be brought up on charges by the university. If you are found guilty you may be dismissed from the university.


**STUDENTS WITH DISABILITIES:** Students with Faculty Contact Sheets for this class need to present them to the instructor as soon as possible. Other students requiring reasonable accommodations, as covered under the Americans with Disabilities Act, should contact the Accessibility Center to discuss needed accommodations. Questions and requests for reasonable accommodations should be directed to Building D, Room 104, phone (773) 442-5495.

**NOVEMBER 9**\(^1\)** IS THE LAST DAY FOR STUDENTS TO DROP A CLASS OR COMPLETELY WITHDRAW FROM THE SEMESTER (NO FINANCIAL CREDIT) AND RECEIVE A GRADE OF "W"
Additional Reading List


"The Referee’s an Anchor," The Economist, March 12, 2011

"Something Doesn’t Add Up," The Economist, June 30, 2012

"Tall, Dark, and Stable," The Economist, July 14, 2012

"The Joy of the Nudge Olympics," The Economist, August 11, 2012


