

## BF 312E Behavioral Economics and Behavioral Finance

### Overview:

This course deals with exciting recent findings in the field of behavioral economics / behavioral finance (a discipline that combines economy and psychology and also includes research about neuro-economics). Show-cases, examples and case-studies will help you to learn more about how your brain works. And why we humans tend to think rationally but mostly act irrationally.

A significant improvement of you decision-behavior (especially regarding vocational, economic and financial decisions is not only possible but inevitable)

Fun and a high level of work satisfaction are absolutely inevitable if you only bring along your natural curiosity and the willingness to get involved in new dimensions of thinking and questioning old patterns.

### Selected Extracts from the Content:

- Introduction: Overconfidence and the “Mount Stupid”
- Self-Deception and general biases – an exciting overview
- Brain-watch and “gut-feeling”
- Sex matters: Money saving and investment decisions still are gender-specific.
- Commitment and consistency (a tribute to Robert Cialdini)
- How not to be a “lucky fool” in financial decisions (a tribute to Nassim Taleb)
- Risk Savy: How to make smart decisions in situations of extreme uncertainty ( a tribute to Gerd Gigerenzer)
- The value of advice that sticks (a Tribute to Moira Somers)
- Why we cannot not compare - prospect-theory is so realistic (a tribute to Daniel Kahneman/Amos Tversky)
- Little impact – great difference (a tribute to Richard Thale)

**Assessment: Written Exam or Presentation plus Paper (published in Olat for the other students)**

**Lecturer: Prof. Dr. Walz**

**ECTS: 4**