

SUMMER MODULE COURSE

<b>Title: Psychology in Economics</b>		
<b>Responsible:</b>	<b>Target group</b>	<b>Number of participants</b>
Corinna Birner	Bachelor Students across all Disciplines	No limitations
<b>Course period:</b>	<b>Term:</b>	<b>ECTS:</b>
5.-16.7.2021	summer semester 2021	5
<b>Contents &amp; Objectives:</b>		
<p>Psychology and Economics seem to be two opposing disciplines as each one of them has its own research methods, its own questions and its own self-perception. Nevertheless, both disciplines have one thing in common: they want to know more about human behaviour and understand why we act like we do in our daily life. In this course, we will compare the two disciplines and look at different approaches to determine human behaviour, focussing on different psychological constructs that have been introduced into Economics. We will look at intelligence, personality, emotions, the influence of society and in the end briefly dive into the field of Neuroeconomics. The course wants to provide insight on psychological variables and constructs and how Economists can use these in order to obtain an interdisciplinary holistic view on human behaviour.</p>		
<b>Prerequisites: none</b>		
<b>Course Structure:</b>		
<b>(# day/ # lecture)</b>	<b>CONTENTS</b>	
1	Economics & Psychology – two opposing disciplines?	
2	How smart are you? Measuring intelligence in Psychology & Economics	
3	Who are you? Measuring personality in Psychology & Economics	
	Who are you? Emotions in Psychology & Economics	
4	Why do you do what you do? Measuring behavior in Psychology & Economics	
5	Why do you do what you do? Social Norms & Identity in Psychology & Economics	
6	Why does your brain do what it does? – Introduction to Neuroeconomics	
7	Neuroeconomics in Psychology & Economics	
8	Thinking fast or thinking slow? How to combine Psychology & Economics	

<b>Literature:</b>
Schram, A. & Ule, A. (2019): Handbook of Research Methods and Applications in Experimental Economics
Lewis, A. (2012): Cambridge Handbook of Psychology & Economic Behaviour
Kahnemann, D. (2012): Thinking, Fast and Slow
Smith, E., Mackie, D. & Claypool, H. (2015): Social Psychology

## Faculty of Business Management and Economics

<b>Assessment:</b>
online
<b>Contact:</b>
corinna.birner@uni-wuerzburg.de
<b>Application:</b>
<ul style="list-style-type: none"><li>○ transcript of records (regarding your current degree programme)</li><li>○ certificate of secondary school</li><li>○ short CV</li><li>○ copy of passport</li><li>○ application form (will be generated in the application process)</li></ul>
<b>APPLY NOW:</b>
<a href="https://flip.wiwi.uni-wuerzburg.de/module-study">https://flip.wiwi.uni-wuerzburg.de/module-study</a>