

Course Title:	Behavioural Economics
Course Code:	ECON623
Descriptor Start Date:	01/01/2026
Descriptor End Date:	22/02/2026
POINTS:	15.00
LEVEL:	6
PREREQUISITE/S:	None
COREQUISITE/S:	None
RESTRICTION/S:	ECON712

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

In today's fast-paced business world, understanding how people make decisions is a game-changer. This course explores cutting-edge insights from psychology, economics, and marketing to reveal how real-world behavior often deviates from traditional economic models. Students will analyse how biases, emotions, and social influences shape decision-making in business, consumer behavior, and public policy.

LEARNING OUTCOMES

1. Apply conventional economic models of behaviour and discuss their strengths and limitations.
2. Contrast the key ideas, results and implications of modern behavioural economics.
3. Apply and evaluate behavioural models of human decision making.
4. Integrate insights from behavioural economics to decision making and business strategy.

CONTENT

Traditional models of economic behaviour: key features and implications;
Framing effects and their market implications;
Common mental shortcuts, biases and mistakes in reasoning;
Choices involving risk;
Dynamic inconsistencies and commitments;

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops and online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Online quizzes (individual)	20.00	1-4
Problem-solving project (individual)	40.00	1-4
Problem-solving project (individual)	40.00	1-4

Grade Map

MAP1

A+ A A- Pass with Distinction

B+ B B- Pass with Merit

C+ C C- Pass

D Fail

Overall requirement/s to pass the course:

50% in assessments

LEARNING RESOURCES

Standard phrasing

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3693, Bachelor of Business

Related Programme/s: AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

Disclaimer: Course descriptors may be amended between teaching periods/semesters