

Course Title: **Behavioural Economics**

Course Code: **ECON623**

Descriptor Start Date: **23/02/2026**

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 microeconomic models to individuals and firms to demonstrate key mechanisms and outcomes.
2. Compare and contrast the assumptions, predictions, and empirical implications of conventional and behavioural economic models.
3. Evaluate behavioural models of decision-making by interpreting experimental or empirical evidence.
4. Integrate behavioural insights into the analysis of strategic, managerial and policy decisions.

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
Scenario analysis (Individual)	30.00	1, 4
Lab report (Individual)	40.00	2, 3
Final exam (Individual)	30.00	1, 2

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:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

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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

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