Department	International College of Liberal Arts
Semester	Spring 2023

Semester	Spring 2023	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	PSYC/ECON351		
Course Title	Economic Psychology		
Prerequisites	PSYC200 Social Psychology OR PSYC201 Social Psychology		
Course Instructor	Fong Chun Yuen	Year Available (Grade Level)	3
Subject Area	Sociology & Psychology	Number of Credits	3
Class Style	Lecture	Class Methods	Face to face

(NOTE 1) Class Methods are subject to change

(NOTE 2) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course″

Course Description	Economic psychology is a field that combines principles from economics and psychology to understand and explain how people make economic decisions. It involves the study of how psychological factors, such as emotions, beliefs, and values, influence economic behavior. In this course, our focus will be decision-making, risk and uncertainty, negotiations, and behavioral economics. Economic psychology has a wide range of applications, including the development of marketing strategies, the design of public policy, and the understanding of financial crises. It is an interdisciplinary field that draws on theories and insights from both economics and psychology, and it offers a unique perspective on economic behavior and decision-making.
Class plan based on course evaluation from previous academic year	For every semester, this course will be evaluated and reflect upon student course evaluation and feedback.
Course related to the instructor's practical experience (Summary of experience)	Not applicable

Learning Goals	After completion of this module, you should acquire (i) the knowledge to link psychology theories and models with everyday economic activities, (ii) a better understanding of the role of psychological factors in decision making and judgements, (iii) the ability to apply the concepts and theories to various human decision dilemma (iv) more efficient verbal and written organization and communication skills to report scientific findings.

iCLA Diploma Policy	DP1／DP2／DP4

iCLA Diploma Policy

(DP1) To Value Knowledge - Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World - Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration - Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility - Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	discussions, problem solving activities
Use of ICT in Class	UNIPA and chatGPT
Use of ICT outside Class	UNIPA and chatGPT
Expected study hours outside class	It is expected that students spend 6 hours every week (a total of 75 hours across 15 weeks) to cover all required readings, review, and preparation for the assessments.
Feedback Methods	(1) feedforward and feedback for each marked report. (2) Correct answers to the exams will be distributed on UNIPA. (3) Any additional comment or advice will be given as requested. Students should arrange individual meetings with the instructor.

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Mid-term exam	30%	
Quantitative report	30%	
Final exam	30%	
class-activity participation	10%	

Required Textbook(s)	1. Lecture notes
Other Reading Materials/URL	2. Rob Ranyard (2017). Economic Psychology. (Students are free to choose whether to buy it or not, the exam is all based on lectures and handouts)
Plagiarism Policy	This course requires one written assignment, a quantitative report. Students are encouraged to use ChatGPT or other generative AI tools to assist them in organizing and writing the report, but proper attribution is required. Plagiarism includes presenting someone else's work as your own without proper attribution. Any instances of cheating or plagiarism detected will result in a zero for the assignment.
Other Additional Notes	Method of contact outside classes: email and face-to-face at the instructor's office. You can either make an appointment with me by email or drop in during my office hours (to be announced in class).

(NOTE 3) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	(1)Course and assessment description; Background of economic psychology and behavioural economics
Class 2	(2)Research method
Class 3	(1)Class activities: prisoner's dilemma game; dominant strategy and Nash equilibrium
Class 4	(2)Neuroeconomics: reward and brain
Class 5	(1)Economic behaviour under certainty; Risk preferences
Class 6	(2)Gambling behaviours
Class 7	(1)Prospect Theory and Cumulative Prospect Theory
Class 8	(2)Applications and case-study; Bias and Heuristics

Class 9	(1)Time discounting in psychology
Class 10	(2)Social preferences
Class 11	(1)Reinforcement learning theory
Class 12	(2)Predictive coding theory
Class 13	(1)Bayes theorem and Bayes inference model
Class 14	(2)Application of Bayesian learning in behavioural economic
Class 15	(1)mid-term exam
Class 16	(2) tutorial for term paper

Class 17	(1) Introduction to signaling theory; evolutionary theory
Class 18	(2) social signaling and mating
Class 19	(1) signalling theory in economic behaviour
Class 20	(2) Practical and tutorial: case-study
Class 21	(1) Concept of money; money as reward
Class 22	(2) Monetary decision, mental accounting and saving
Class 23	(1) Negotiations and bargaining behaviour
Class 24	(2) Signaling effect in negotiations and bargain
	(1) Introduction to signaling theory; evolutionary theory

Class 25	(1) Moral hazard, insurance and economic behaviour
Class 26	(1) Moral hazard, insurance and economic behaviour II
Class 27	(1) Cultural Economics and experiment
Class 28	(2) Norms and Identity and Economics
Class 29	(1) Economics of Happiness
Class 30	(2) In-class activities