

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Behavioral Industrial Organization
Teacher	Karine Brisset and François Cochard
shared course	XNo <input type="checkbox"/> Yes, with
Hourly volume	12h
Evaluation methods	Personal work and oral
Course summary	<p>The objective of this course is to discover how recent contributions in behavioral economics confirm or invalidate the classical results of economic theory in industrial economics, based mainly on microeconomics and game theory. The research is now quite large and quickly expanding.</p> <p>The students will be led to work on different themes such as the analysis of mergers and acquisitions and their control.</p>
Course knowledges	<p>Applied game theory in Industrial Economics</p> <p>Behavioral biases</p>
General skills	<p>To be able to understand the impact of behavioral biases on economic decisions., for exemple, the implications of behavioral research for merger assessment in consumer goods industries.</p> <p>Understanding outcomes in different economic markets, as well as evaluating possible policies that pertain to those markets.</p>