

## Syllabus

### Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Behavioral Tools and Nudges in Action
Teacher	François Cochard et Emmanuel Peterlé
shared course	X No Yes
Hourly volume	15
Evaluation methods	Collective report
Course summary	<p>This course focuses on the behavioral economics of incentives and is divided into two parts.</p> <p>First, students are introduced to the concept of nudges. Nudges are simple and costless incentive schemes, aiming at encouraging a large number of persons into adopting a "better" behavior, while preserving their freedom of choice. Various applications, relevant to both public policies and business activities are covered: decreasing energy use, adopting healthy habits, fighting against addictions, increasing productivity in the workplace....</p> <p>Second, the lecture explores how the question of prejudice, stereotypes, and more generally gender issues are addressed in the economic literature. We particularly focus on the labor market, although illustrations may also concern the consumer market, the housing market, and the household. We also report well-known theories and empirical findings regarding personnel economics and the economics of incentives.</p>
Skills	<p>Upon completion of this lecture, students should develop the ability to:</p> <ul style="list-style-type: none"> <li>- Design and implement nudges in a professional environment</li> <li>- Formulate a critical view on the issue of discrimination and gender inequalities.</li> <li>- Apply the findings of laboratory experiments to real-world problems.</li> </ul> <p>Content</p> <p>Part 1 - Nudges</p> <p>Chapter 1 - Introduction to the concept of nudge</p>

Chapter 2 - Implementation of nudges  
Chapter 3 - Critical views of nudges

Part 2 - Economics of discrimination and  
gender stereotypes

Chapter 1 - Economic theories of  
discrimination

Chapter 2 - Challenging the data to  
understand inequalities

Chapter 3 - Deploying experimental methods  
to study gender issues