

Behavioral Tools and Nudges in Action

Applying Behavioral Sciences to Business, Human Resources, and Public Policies



PROGRAMME
Master 1

SEMESTER
Semester 2

CREDITS
3 ECTS

CONTACT HOURS
15h Lectures

Course Description

This course focuses on concrete applications of the behavioral economics of incentives and is divided into two parts. First, students are introduced to the concept of nudges and behavioral intervention. Nudges are simple and costless incentive schemes aiming to encourage better behavior while preserving freedom of choice. Applications cover both business activities and public policies, including decreasing energy use, adopting healthy habits, fighting addictions, and increasing productivity in the workplace.

Second, the lecture explores how prejudice, stereotypes, and gender issues are addressed in economic sciences and psychology. The primary focus is on the labor market, with illustrations extending to the consumer market, the housing market, and the household. The course also covers theories and empirical findings regarding personnel economics and the economics of incentives.

Learning Outcomes

- Design and implement behavioral interventions in a professional environment.
- Formulate a critical view on the issue of discrimination and gender inequalities.
- Apply the findings of laboratory experiments to real-world problems.

Indicative Content

- 1. Introduction to Nudges:** Exploring the concept and fundamental mechanics of behavioral interventions.
- 2. Implementation & Critical Views:** Practical deployment of behavioral intervention and critical analysis of its use.
- 3. Economics of Discrimination:** Economic theories addressing discrimination and gender stereotypes.
- 4. Challenging the Data:** Using data to understand inequalities across different markets.
- 5. Experimental Methods:** Deploying experimental methods to study and address behavioral issues.

Teaching & Learning Approach

The course combines theoretical exploration with practical applications relevant to both public policy and business environments. Students examine well-known theories, empirical findings, and laboratory experiments to understand how to apply behavioral insights and tackle real-world issues in their future professional setting.

Assessment

Group Work
and
Collective Report