



ORIGINAL COURSE IMPLEMENTATION DATE: January 2019
 REVISED COURSE IMPLEMENTATION DATE: September 2026
 COURSE TO BE REVIEWED (six years after UEC approval): February 2032
 Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: ECON 395	Number of Credits: 3 Course credit policy (105)												
Course Full Title: Introduction to Behavioural Economics Course Short Title: Intro to Behavioural Economics													
Faculty: Faculty of Social Sciences	Department (or program if no department): Economics												
Calendar Description: Students examine key psychological phenomena relevant to economic behaviour, distinguish these from neoclassical models of choice, express them in economic terms, and analyze how this perspective deepens understanding of fundamental economic questions.													
Prerequisites (or NONE):	45 university-level credits including ECON 207 and ECON 307.												
Corequisites (if applicable, or NONE):													
Pre/corequisites (if applicable, or NONE):													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 28												
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">45</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">45</td> </tr> </table>	Lecture/seminar	45									Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	45												
Total hours	45												
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>												
Department approval	Date of meeting: March 14, 2025												
Faculty Council approval	Date of meeting: June 6, 2025												
Undergraduate Education Committee (UEC) approval	Date of meeting: February 27, 2026												

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Identify the basic psychological phenomena, cognitive biases, social norms, and values that are most important for economic analysis of decision making.
2. Evaluate experimental economic studies' efficacy in identifying and quantifying these psychological phenomena and cognitive biases.
3. Summarize evidence of these phenomena and biases in real world empirical data and market outcomes.
4. Evaluate current economic models of decision making against evidence of these phenomena and biases.
5. Explain the manner in which economic models of decision making have responded to the evaluation of these phenomena.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Final exam:	30%	Assignments:	20%	%
Quizzes/tests:	40%	Holistic assessment:	10%	%

Details:

Holistic assessment includes research and synthesis assignments.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, in-class discussion, and projects.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Angner	A Course in Behavioral Economics, 3rd Edition, Worth	2021
2. Textbook	Just	Introduction to Behavioral Economics, Wiley	2013
3. Textbook	Cartwright	Behavioral Economics, 4th Edition, Routledge	2024
4. Textbook	Dhami	Principles of Behavioral Economics, Cambridge University Press	2025
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- Transaction utility and consumer pricing
- Mental accounting
- Status quo bias and default options
- The "Winner's Curse" and auction behaviour
- Bracketing decisions
- Representativeness and availability
- Confirmation and overconfidence
- Decision under risk and uncertainty
- Prospect theory and decision under risk or uncertainty
- Disagreeing with ourselves: projection and hindsight biases
- Naïve procrastination
- Committing and uncommitting
- Selfishness and altruism
- Fairness and psychological games
- Trust and reciprocity