



MMBA8185

Behavioural Economics

Term 3, Special circumstances 2021

Department of Economics

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Disclaimer

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff Professor Maroš Servátka maros.servatka@mq.edu.au
Credit points 10
Prerequisites Admission to MBA or GradCertMgtPostMBA or GradDipMgt
Corequisites
Co-badged status
Unit description This unit provides an opportunity to critically examine a topical issue in management from a behavioural economics perspective. The topic will depend on the current global and domestic business environment. The content is likely to vary from offering to offering however each will support the goal to develop managers with strong professional skills. The course will seek to combine underlying theory with a strong practical emphasis to support advanced specific knowledge, critical thinking and communication capabilities.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Evaluate an array of empirical findings on behavioural phenomena to develop and communicate solutions to problems.

ULO2: Apply behavioural economics insights to formulate informed managerial decisions and business strategies.

ULO3: Critically reflect on how changes in incentives interact and how the resulting economic environment affects performance.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Essay</u>	60%	No	Sept. 3
<u>Presentation</u>	40%	No	July 24

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 50 hours

Due: **Sept. 3**

Weighting: **60%**

The essay is on a topic of the student's own choosing. The development of the idea will be discussed with the lecturer and then transformed into a written submission of between 3,000 and 4,000 words.

On successful completion you will be able to:

- Evaluate an array of empirical findings on behavioural phenomena to develop and communicate solutions to problems.
- Apply behavioural economics insights to formulate informed managerial decisions and business strategies.
- Critically reflect on how changes in incentives interact and how the resulting economic environment affects performance.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **July 24**

Weighting: **40%**

Students will work in groups to analyse and research a current topic or issue. They will present their findings individually, but in a group context. This task is worth a total of 40%, of which half will be derived from the individual's 10 minute oral presentation. The remaining half is based on the quality of the presented research as a whole.

On successful completion you will be able to:

- Evaluate an array of empirical findings on behavioural phenomena to develop and communicate solutions to problems.
- Apply behavioural economics insights to formulate informed managerial decisions and business strategies.
- Critically reflect on how changes in incentives interact and how the resulting economic environment affects performance.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Face to face

Journal articles

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au)

[du.au](#)) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.