



# MMBA8185

## Behavioural Economics

Term 3, Online-scheduled-weekday 2022

*Department of Economics*

### Contents

---

|   |   |
|---|---|
| <a href="#"><u>General Information</u></a>            | 2 |
| <a href="#"><u>Learning Outcomes</u></a>              | 2 |
| <a href="#"><u>General Assessment Information</u></a> | 2 |
| <a href="#"><u>Assessment Tasks</u></a>               | 3 |
| <a href="#"><u>Delivery and Resources</u></a>         | 5 |
| <a href="#"><u>Policies and Procedures</u></a>        | 5 |

---

#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Maroš Servátka

[maros.servatka@mq.edu.au](mailto: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.

## General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

| Submission time after the due date (including weekends) | Penalty (% of available assessment task mark) | Example: for a non-timed assessment task marked out of 30 |
|---|---|---|
| <24 hours   | 10%   | 10% x 30 marks = 3-mark deduction                         |
| 24-48 hours   | 20%   | 20% x 30 marks = 6-mark deduction                         |
| 48-72 hours   | 30%   | 30% x 30 marks = 9-mark deduction                         |
| 72 – 96 hours   | 40%   | 40% x 30 marks = 12-mark deduction                        |
| >96 hours   | 100%  | Assignment won't be accepted                              |

### Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date

## Assessment Tasks

| Name                | Weighting | Hurdle | Due            |
|---------------------|-----------|--------|----------------|
| <u>Essay</u>        | 60%       | No     | Aug 21         |
| <u>Presentation</u> | 40%       | No     | July 9, 10, 30 |

### Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **Aug 21**

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 <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **July 9, 10, 30**

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.

---

<sup>1</sup> 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.

<sup>2</sup> 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

See Ilearn.

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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) 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the

expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.