



MMBA8185

Behavioural Economics for Managers: Learning What Works and What Does Not

Term 1, In person-scheduled-infrequent, North Ryde 2025

Department of Economics

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General Information

Unit convenor and teaching staff

Please note the correct spelling is Maroš Servátka. I asked for this to be corrected.

Maros Servatka

maros.servatka@mq.edu.au

Contact via email

Credit points

10

Prerequisites

Admission to MBA or GradCertMgtPostMBA or GradDipMgt

Corequisites

Co-badged status

Unit description

In this unit science and practice meet. Critically examine topical issues in management through the lens of influential theoretical developments and experimental results in behavioural economics. Discover how psychological insights and experimental methods bear on understanding economic phenomena in individual decision-making, strategic interactions, and markets to derive managerial implications. Examine how real people and real companies make choices, explore what drives their motivation, expose their mistakes, and shed light on how various experiences and biases might sometimes lead to inefficient decisions and approaches. Apply experimentation to learn what works and what does not and find out how experiments generate new knowledge and improve the performance of organisations.

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 within a group on how changes in incentives interact and how the

resulting economic environment affects performance.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Presentation</u>	40%	No	February 1, 2, 22
<u>Essay</u>	60%	No	March 2 at 23:59

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **February 1, 2, 22**

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 within a group on how changes in incentives interact and how the resulting economic environment affects performance.

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 50 hours

Due: **March 2 at 23:59**

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 within a group 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

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 connect.mq.edu.au or if you are a Global MBA student contact 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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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/.

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.

Unit information based on version 2025.05 of the [Handbook](#)