



ECON2015

Behavioural Economics

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Economics

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General Information

Unit convenor and teaching staff Wylie Bradford wylie.bradford@mq.edu.au
Credit points 10
Prerequisites ECON1020 or MQBS1030
Corequisites
Co-badged status
Unit description This unit explores how fundamental and evolving models of actual individual behaviours can help understand the contemporary world, including financial, policy and other decisions. Tools and concepts (such as supply and demand, choices and incentives, market failure, externalities, games and strategies), combined with behavioural economic approaches, are used to analyse issues of environmental damage and economic prosperity, money and happiness, cash versus gifts, art and the artist, market domination by big brands, social networks, and more. This focus enables students to better understand the strengths and limitations of the assumptions that underpin economic models and theories.

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:** Identify and describe actual behavioural patterns and how they connect to standard economics theories and observations.
- ULO2:** Analyse the impact of typical human behaviours on economic outcomes.
- ULO3:** Critique the microeconomic policy implications that arise from typical human behaviours.
- ULO4:** Evaluate the contribution of behavioural economics to economic knowledge.

General Assessment Information

Note also that assessment tasks have multiple assessment points. Details provided in the task descriptions on iLearn. The 'due date' shown above refers to the final submission point in each case, as a discrete date is required to be entered.

Late Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: Class discussion	30%	No	04/11/2026	Individual	Yes	Open AI
Professional practice: Applying knowledge	30%	No	07/10/2026	Individual	Yes	Open AI
Skills development: Reflective dialogue	40%	No	06/11/2026	Individual	Yes	Open AI

Skills development: Class discussion

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 26 hours

Due: **04/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for students to practice how to put forward ideas and construct a persuasive argument in a group environment.

Students will be contribute to discussions and interact with peers in sharing perspectives and information on starting topics provided three times during the session. These will collectively form the written reflection submission.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving
- Collaboration and communication

Deliverable(s): Written submission in iLearn discussion forum

Individual assessment

On successful completion you will be able to:

- Identify and describe actual behavioural patterns and how they connect to standard economics theories and observations.
- Critique the microeconomic policy implications that arise from typical human behaviours.
- Evaluate the contribution of behavioural economics to economic knowledge.

Professional practice: Applying knowledge

Assessment Type ¹: Professional task

Indicative Time on Task ²: 29 hours

Due: **07/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assignment is for students to demonstrate deftness in the application of discipline knowledge to a real-world problem.

Students will select a real-world issue and demonstrate the appropriate application of behavioural economics the problem.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Written submission [max 1500 words]

Individual assessment

On successful completion you will be able to:

- Identify and describe actual behavioural patterns and how they connect to standard economics theories and observations.
- Analyse the impact of typical human behaviours on economic outcomes.

Skills development: Reflective dialogue

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 30 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this task is for students to identify patterns and develop understanding of key concepts in behavioural economics with support from a peer learning environment.

Students will be involved in small-group discussions to develop responses to the provided online material. The group outputs will be synthesised and discussed by the group as a whole. Individuals will keep a record of their own reflections on the sessions in a personal blog on iLearn.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving
- Communication skills

Deliverable(s): Individual iLearn Blog

Individual assessment

On successful completion you will be able to:

- Identify and describe actual behavioural patterns and how they connect to standard economics theories and observations.
- Analyse the impact of typical human behaviours on economic outcomes.
- Critique the microeconomic policy implications that arise from typical human behaviours.
- Evaluate the contribution of behavioural economics to economic knowledge.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Learning and teaching strategy The learning and teaching strategy in ECON2015 recognises that students learn from interaction with academic staff and other students. It also recognises that students must take responsibility for their learning process, which includes independent study. Moreover, it acknowledges the importance and acts to promote the academic and personal integrity of students and academic staff.

Online content provision

Material provided online in lieu of 'traditional' lectures is intended to provide an overview of topics in behavioural economics and application to a variety of situations. This leaves face-to-face time free for interactive exploration of the material. Students are strongly advised to have access to a device with online connectivity (phone, tablet, laptop) in each lectorial session, as online tools will be used frequently.

'Lectorials' – Small Group Learning

'Lectorials' constitute the central learning experience in this unit and students are required to attend. The aim of these sessions is for students to work together (lecturer facilitating) to discuss and derive novel applications of the content provided online, and to assess its relevance to 'standard' economic analyses of selected problems. Insights obtained within small groups will be shared with the larger group, reflecting a cooperative approach to knowledge creation and discovery.

Independent Learning – (≈ 7-8 hours per week)

ECON2015 relies heavily on independent learning where students consume the online material, reflect on lectorial outcomes, and prepare answers to pre-lectorial questions. Marks for the reflective blogs will be affected by performance in weekly content exercises. Details provided in iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.smq.edu.au) (<https://policies.smq.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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.03 of the [Handbook](#)