

Implementation plan Finished

Study unit	Behavioral Decision-Making Perspective in Business and Public Policy (A9534), 5.0
Implementation	HYA21721: 2/2017-2018 (26.05.2018 - 31.08.2018)
Type	OTHER COMPLEMENTARY COMPETENCE (R024)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 20 Maximum: 35
Enrolment period	05.04.2018 08:00 - 11.04.2018
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Hytönen Kaisa (Teacher in charge)
Campus	Laurea Tikkurila
Main location for implementation	
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	No connection to focus areas
Evaluation at the latest	30.09.2018 Storing of graded material ends.: 15.06.2019
Exam days	
Having completed the study unit the student is able to	• understand the role of heuristics and biases in everyday decision making • explore the fields of behavioral economics and behavioral decision making • identify and apply psychological factors in business and public policy applications • evaluate development plans from behavioral perspective • analyze ethical aspects of behavioral interventions and nudges
Previous studies	
Previous studies, more information	Due to overlapping course content, the degree students in Behavioral Insights in Business Applications (Päätöksenteon ilmiöt johtamisessa, kehittämisessä ja asiakastyössä) are not applicable to apply for this course.
Learning objectives	
Study material	Study materials will be published on Optima site. Students are also expected to search, select and apply original research papers on their own.
Tutoring and communication	Kick-off day on Saturday May 26, 2018. Location: B409, Laurea Tikkurila. The rest of the course is arranged virtually (mainly Optima).
Evaluation criteria and methods	Grading 1-5, fail.