COURSE DATA

DATA SUBJECT

Code: 36527
Name: Behavioural Economics
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Economía del Comportamiento	COMPULSORY

COORDINATION

HERNANDEZ ROJAS PENELOPE

SUMMARY

This course introduces two methodologies to model the strategic behavior of economic agents. On the one hand, the tools of Game Theory will be used to obtain theoretical predictions from an optimization perspective. On the other, the foundations of behavioral economics will be used to model behavior from a perspective of social and individual assumptions.

Furthermore, applications of great importance in real life such as strategic collusion, negotiation, auctions, bankruptcy, and reputation systems are studied.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

COMPETENCES / LEARNING OUTCOMES

1332 - Degree in Business Intelligence and Analytics

Be able to analyse and search for information from diverse sources.

Be able to define, solve and present complex problems systemically.

Demonstrate critical thinking about classic models and models of behaviour.

Demonstrate skills for analysis and synthesis.

Know the principles of behavioural theory.

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

DESCRIPTION OF CONTENTS

1. Nash equilibrium, mixed strategies, social preferences, repeated games, Cournot.

2. Subgame perfect equilibria. Model of alternate offers.Stackelberg.

3. Risk and strategic uncertainty.

4. Bayesian perfect equilibrium, adverse selection: the used car market. Reputation, signaling, guarantees, advertising.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	45,00
Preparation of lessons	0,00
Preparation for assessment activities	15,00
Resolution of case studies	15,00
Total hours	**90,00**

TEACHING METHODOLOGY

The development of the subject is structured fundamentally around the theoretical sessions and the practical sessions. Depending on the type of session (theoretical or practical) a specific didactic method will be chosen.

In the theoretical sessions, the professor will highlight the fundamental aspects of each topic and guide the study through the basic and complementary bibliography, which must inexcusably be used to complete and deepen the subject. The predominant teaching method in the theoretical classes will be the participatory master class. Gamification will be applied in the classroom to review the concepts learned during the sessions.

In the practical sessions, theoretical-practical and analytical exercises will be solved. In addition, experimental and behavioral research works will be proposed to be carried out in groups. In these works, the students will be provided with data obtained in an experiment in the LINEEX laboratory and will have to propose an original research question to solve, propose and substantiate starting hypotheses, analyze the data provided and obtain results that answer the research question. investigation. Finally, there will be a mock exam to be solved in a group.

EVALUATION

Evaluation will be based on consideration of the following aspects, in this order of relevance:

- A written exam completed at the end of the course which will consist of theoretical and practical questions, and questions about a text.

- An evaluation of the practical activities carried out by the student during the course, from the preparation of papers to oral presentations and problem solving.

- Continuous assessment of the student, based on their participation and involvement in the teaching-learning process

In the subject, the total evaluation is broken down as follows: 30% of the overall mark corresponds to the evaluation of the different activities developed throughout the course and active participation of the student and 70% of the overall mark corresponds to the final exam.

The final exam is mandatory and must be passed in order to pass the subject. The subject will be considered passed if the student obtains 5 points out of 10, for which he/she can combine continuous assessment and the final exam mark. In the event of opting not to complete the tasks related to continuous assessment, the student can only obtain the points of the final exam (7 maximum), and would need to get a 5 out of 7 in that exam to pass the subject.

In the event of not passing the final exam, the mark that will be recorded will be determined from the weighted sum of the scores obtained in continuous assessment and the final exam, without exceeding 4.5 (failed).

In the first call, if the continuous assessment tasks are not carried out, the student will only be able to obtain the points of the final test (7 maximum), and would need to obtain a 5 out of 7 in said exam to pass the subject. In the event that the final exam does not exceed 3.5 points and the subject cannot be passed, the final grade that will be put in the minutes will be formed by adding the points of the final exam with those of the continuous assessment up to a maximum of 4.5 points, being the qualification of suspense.

It is considered that 50% of the continuous evaluation is non-recoverable (carrying out group work and active participation in the classroom).

This implies that in the second call, the student has two options:

(i) waiving the continuous assessment mark (indicating it in the exam) and the final exam will be graded on a maximum of 8.5 points (being necessary to obtain 5 points to pass the course); either

(ii) maintain the note of the continuous evaluation and the final exam will be graded out of a maximum of 7 points.

Link to the University Assessment Regulation:

https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf.

REFERENCES

- OLCINA, G., CALABUIG, V. y RODRÍGUEZ, I., Introducción a la Teoría de Juegos y la Conducta Estratégica. 2ª Ed. Madrid. Pearson 2013.

- Pablo Brañas, coordinador. Economía experimental y del comportamiento Antoni Bosch Editor. 2011.

- DIXIT, A. y SKEATH, S., Games of Strategy. Norton. 2004

- GARDNER, R., Juegos para empresarios y economistas. Antoni Bosch Editor. 1999.