

Kaposvár University Faculty of Economic Science
Kaposvár, Guba Sándor u. 40.

COURSE DESCRIPTION AND REQUIREMENTS

Course name: Economic Psychology

Code: 3BN-NET1-EA-ECONOPSYCH

Study Programme: International Studies

BA / MA: BA

Form of programme: Full time

Lessons per week: 2 lectures

Type of evaluation:

Course leader: Gábor Molnár, PhD

Teacher: Gábor Molnár, PhD

Department of course: Social Sciences (Faculty of Pedagogy)

Head of department: Péter Bertalan, PhD habil.

Spring semester 2014/2015

Objectives of the course:

The objective of the course is to introduce the students to the specific angle, fundamental concepts, most important theories and methods of economic psychology as well as the most recent research achievements in the field. It displays the psychological motives and mechanisms of economic decision making and interaction processes and economic behaviour, the social psychological phenomena of economic life, comprising both the production and the consumption sides, and both micro, macro, and international levels.

The students attending the course will be able to utilize the knowledge and abilities gained for analysing and better understanding recent social and economic phenomena related to the field of international relations and to use them in decision making processes of policy.

Requirements:

Regular attendance at lessons is obligatory. Missing more than 1/3 of the lessons results in failing the course.

The grades of the midterm exam (50%) and final exam (50%) will be used to determine the final grade.

Rating:

| | |
|-----------------|------------------|
| 0,00% – 49,99% | failed (E) |
| 50,00% – 62,49% | satisfactory (D) |

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|------------------|---------------|
| 62,50% – 74,99% | moderate (C) |
| 75,00% – 87,49% | good (B) |
| 87,50% – 100,00% | very good (A) |

Course themes:

| No. | Themes |
|-----|--|
| 1 | Introduction: the place of economic psychology within the system of sciences; its subject matter and characteristics. The relationship of psychology and economic science. |
| 2 | The methodology of psychological research. Research ethics. |
| 3 | The history of psychology – from the Greeks to the present |
| 4 | Psychological rudiments 1 – Biology and psychology. Perception, learning, cognition |
| 5 | Psychological rudiments 2 – Motivation, emotions, personality, and behaviour. Developmental psychology |
| 6 | Psychological rudiments 3 – Social psychology. Game theory and choice theory. |
| 7 | Midterm exam |
| 8 | Economic psychology 1 – Consumer behaviour: perception, attitudes, motives and decisions. Cognitive dissonance and its reduction. Individual and small group (household) decision making |
| 9 | Economic psychology 2 – Marketing psychology: perception of needs and interests, persuasion and manipulation. Experience economy and experience society. Neuroeconomics. |
| 10 | Economic psychology 3 – Organizational culture and organizational behaviour. Psychological theories of management. Work psychology and the psychology of unemployment |
| 11 | Economic psychology 4 – Corporate decision making. Negotiation. Economic expectation and investment behaviour. The psychology of economic policy and politics |
| 12 | Economic psychology 5 – Inter- and multicultural issues. The psychology of global economy |
| 13 | Summary of the course |
| 14 | Final exam |

Literature:

Handouts and ppts.

Akerlof, George A. – Robert J. Schiller: *Animal Spirits. How human psychology drives the economy, and why it matters for global capitalism*. Princeton University Press, 2009.

Antonides, Gerrit: *Psychology in Economics and Business. An Introduction to Economic Psychology*. Second, Revised Edition. Kluwer 1996.

Aronson, Elliot – Joshua Aronson: *The Social Animal*. Eleventh Edition. Worth Publishers, 2012.

Frey, Bruno S. – Alois Stutzer (eds.): *Economics and Psychology. A Promising New Cross-Disciplinary Field*. Cambridge, Mass. – London, The MIT Press, 2007.

Nolen-Hoeksema, Susan et al.: *Atkinson & Hilgard's Introduction to Psychology*. 15th Edition. 2009.

Webley, Paul, et al.: *The Economic Psychology of Everyday Life*. Psychology Press. 2001.

Kaposvár, 25 January, 2015

Gábor Molnár, PhD
associate professor

Péter Bertalan, PhD
head of department, habil. associate prof.