



浙江大学

ECON547

**Behavioural and Experimental Economics:
Methods and Applications**

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Behavioural and Experimental Economics: Methods and Applications

Instructor Contact Details

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Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 20 Dec 2026 to 8 Jan 2027

Modes: Face-to-face

Location: Zhejiang University

Academic Level

Undergraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester- long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or

postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

This course introduces students to the core principles of experimental economics and behavioural economics, exploring how experimental methods are used to test economic models, institutions, and policies. Behavioural economics combines insights from psychology and experimental research to refine economic models of decision-making, highlighting how real-world decisions often deviate from traditional economic assumptions of rationality. The course will cover the key research methods and major findings in both fields, and examine their theoretical and practical implications. Students will engage with seminal research papers and have opportunities to participate in in-class experiments, allowing them to develop a deeper understanding of how human behaviour influences economic decisions and outcomes.

Prerequisite:

N/A

Learning Resources

- Camerer, C. F., Loewenstein, G., & Prelec, D. (2005). Economic preferences: Behavioural economics and experimental economics. Handbook of Experimental Economics, Volume 1, Princeton University Press.

Learning Objectives

By the end of this course, students will be able to:

1. Understand the relationship between experimental and behavioural economics and other economic methods, with an emphasis on how they expand on traditional economic theory.
2. Familiarize with key applications of experimental and behavioural economics across various fields, and identify significant findings in these areas.
3. Recognize and explain major departures from rational economic decision-making, as identified by experimental and behavioural economics.
4. Understand how traditional economic models are evolving in response to the insights from experimental and behavioural economics.
5. Appreciate how the methods of experimental and behavioural economics are used to explain real-world phenomena and inform policy design.
6. Critically assess and evaluate original research in experimental and behavioural economics, developing the ability to engage with contemporary academic debates in the field.

Course Delivery:

Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after- class activities, revision, and final exam. The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Introduction to experimental economics and behavioural economics.	Lecture; Tutorial
1	Rational choice theory under certainty: basic principles	Lecture; Tutorial
1	Key concepts in behavioural economics: biases, preferences, and heuristics	Lecture; Tutorial
1	Overview of decision-making theories in economics	Lecture; Tutorial
1	Introduction to experimental methods and applications	Lecture; Tutorial
2	Judgement under risk: Understanding risk preferences	Lecture; Tutorial
2	Rational choice under risk: expected utility theory	Lecture; Tutorial
2	Loss aversion and the Endowment effect	Lecture; Tutorial
2	Real-world applications of behavioural insights in decision-making	Lecture; Tutorial
2	Quiz	Closed book
3	Group behaviour and social image in decision-making	Lecture; Tutorial
3	Introduction to game theory and strategic decision-making	Lecture; Tutorial
3	Behavioural insights for policy design and public decision-making	Lecture; Tutorial
3	Nudge theory and its application in influencing behaviour	Lecture; Tutorial
3	Final Review and Course Integration	Tutorial
	Final Exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Pass Requirement (Double Pass Rule)

To pass this course, students are required to achieve:

- an overall mark of 50% or above, and
- a pass mark (50% or above) in the Final Examination.

Students who achieve an overall mark of 50% or above but do not achieve a pass in the Final Examination will receive a fail grade for the course.

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

Distinction 75-84

- Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

Credit 65-74

- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

Pass 50-64

- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

Fail 0-49

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject. This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees

offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning

