



## Hanyang International Winter School

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<b>Course Information</b>	<b>Class No.</b>		<b>Course Code</b>	ISS1169	<b>Credits</b>	3
	<b>Course Name</b>	Behavioral Insights for International Business				
	<b>Lecture Schedule</b>	Mon-Fri / 10:00~12:00 & 13:00~15:30				
	<b>Course Description</b>	<p>Human behaviors are known to be very complex in nature and often cannot be fully explained. For the success of business, it is critical to understand people and how they make decisions. This course is designed to how to draw practical insights for international business with focus on Korean corporations and cultures, from understanding human behaviors.</p> <p>Students will be required to read case studies and participate class discussions and create short video clips in groups to show the behavioral factors of successful behavioral business strategies of Korean corporations.</p>				
	<b>Course Objective</b>	Students will understand decision making strategies from behavioral economics perspective to improve decision making process for consumers and firms. Students can practice and develop their own business strategies using the lessons from behavioral economics especially in the Korean context.				
	<b>Prerequisite</b>	N/A				
	<b>Materials/Textbooks</b>	Misbehaving: The Making of Behavioral Economics (Richard Thaler) Nudge: Improving Decisions about Health, Wealth, and Happiness (Richard Thaler, Cass R. Sustain)				
<b>Evaluation</b>	<b>Attendance</b>	20%	<b>Quiz</b>	%		
	<b>Assignment</b>	%	<b>Mid-term Exam</b>	%		
	<b>Presentation</b>	%	<b>Final Exam</b>	%		
	<b>Group Project</b>	50%	<b>Participation</b>	30%		
	<b>Etc.</b>	<b>Evaluation Item</b>			<b>Ratio</b>	
				%		
				%		



<b>Daily Lecture Plan</b>	<b>Day 1</b>	Understanding Humans and Econs
	<b>Day 2</b>	Mental Accounting Supposedly Irrelevant Factors
	<b>Day 3</b>	When do we need nudge? Choice architect
	<b>Day 4</b>	Self-control, willpower no problem The planner and the doer Misbehaving in the world
	<b>Day 5</b>	The price is not right Fruit flies, icebergs, and negative stock prices
	<b>Day 6</b>	Sunk cost, budgets
	<b>Day 7</b>	Midterm exam, Group project: Research on Korean consumers and marketing strategies
	<b>Day 8</b>	Behavior economics and marketing strategies
	<b>Day 9</b>	Experimental strategies for business
	<b>Day 10</b>	Final project presentation