

Componente Curricular: <i>Behavioral Economics of Global Affairs</i>		
Período: Sem Periodização	Tipo: Optativo	Código: 20000
<i>Carga Horária Total: 60 h</i>		<i>Número de Créditos: 04</i>
<i>Pré-Requisitos: Nenhum</i>		<i>Co-Requisitos: Nenhum</i>
Ementa		
<p>Analysis and consideration of global issues from a behavioral-economics perspective, based on books and papers published in multiple languages (English, Spanish and Portuguese) by multilateral organizations. The course aims to go beyond conventional economic aspects (and data), identifying contexts and most common framings that shape opinions and stimulate behaviors of individuals and organizations. Students will participate in interdisciplinary discussions regarding some of the greatest challenges of a global Society in the 21st century.</p>		
Conteúdo Programático		
<p>Prospect theory. Rationality Bound Rationality. Cognitive and Social Biases. Consumerism and debt. Organizational Behavior. Ethics. Thinking Socially. Aging. Climate Change. Malnutrition, Migration.</p>		
Referências		
<p>Básicas: ALTMAN, M. Handbook of Contemporary Behavioral Economics: Foundations and Developments. Abingdon, Oxon, GB: Routledge, 2015. Acessado via ProQuest Ebrary em 19/06/2017. AVILA, F. e BIANCHI, A. orgs. (2015). Guia de Economia Comportamental e Experimental. São Paulo. EconomiaComportamental.org. Disponível em: http://www.economiacomportamental.org. Acessado em: 24/01/2017. WORLD BANK. (2015). World development report 2015: mind, society, and behavior. Disponível em: http://www.worldbank.org/en/publication/wdr2015 . Acessado em: 09/02/2017.</p> <p>Complementares: ALTMAN, M. Handbook of Contemporary Behavioral Economics: Foundations and Developments. Abingdon, Oxon, GB: Routledge, 2015. Acessado via ProQuest Ebrary em 19/06/2017. FRAME, J. D. Framing Decisions : Decision-Making That Accounts for Irrationality, People and Constraints. Somerset, US: Jossey-Bass, 2012. Acessado via ProQuest ebrary em 15 de Agosto de 2017. LOW, Donald. Behavioral Economics and Policy Design: Examples from Singapore. London, US: Imperial College Press, 2011. Acessado via ProQuest ebrary em 15 de Agosto de 2017. OTTESON, James R., ed. What Adam Smith Knew: Moral Lessons on Capitalism from Its Greatest Champions and Fiercest Opponents. New York, US: Encounter Books, 2014. Acessado via ProQuest Ebrary em 15 de Agosto de 2017.</p>		