Pioneering Socioeconomic Solutions & Development

Module Code: IE10-33*
Module Title: Behavioural Economy
Faculty: Postgraduate Inspiration Economy Department

Level: 10   Semester: One   Credits: 20
First year of presentation: 2023
Administering Faculty: Mohamed Buhijji
Pre-requisite or co-requisite modules: None

1.0   Allocation of study and teaching hours

Student hours allocation	Student Hours	Staff hours
Lectures (Taking Discussion Notes, Participation in Visits and Active Contribution)	*80*	*160*
Practical classes/ Presentations/ (Module Project & Presentation)	*35*	*20*
Inspiration Labs (Project Hubs)	*35*	*20*
Self-directed study, Set reading etc. (Student case studies)	*15*	*-*
Assignments – preparation and writing	*15*	*10*
Examination (Open Book) – Assessment	*20*	*10*
TOTAL	*200*	*220*

2.0   Brief description of aims and content
The module reviews behavioural economics and its role in developing the communities. Both structural and community problems are discussed to identify and analyses the key area where behavioural science and development economics can be applied. The module reviews the implementation of behavioural economic techniques, as nudge, in solving socio-economic challenges. The discussions and the assessment in the module would focus on developing the calibre of the students in differentiating between behavioural and inspiration economies, besides optimizing their utilization in the right place.

3.0   Learning Outcomes
3.1   Knowledge and Understanding
The graduates at the end of the module will have acquired the necessary learning and experience that intellectually and pragmatically equip them to:
   i.   Critically Understand why behavioral economics is important for the development of the socio-economy
   ii.   Evaluate when and how: Behavioral Economy Models are created.
   iii. How the beneficiaries in the different communities & organizations can optimize the utilization of behavioral economics in different situations.

iv. Effectively illustrate creation of behavioral economics models in real-life situation.

v. Apply critical thinking in analyses and syntheses of the Behavioral Economy vs. Inspiration models achieved. Review the positive psychology in the last decades and what its relation to the inspiration economy projects.

3.2   Cognitive/Intellectual skills/Application of Knowledge

Having successfully completed the module, students should be able to:

vi. See opportunities inside behavioural economics in solving, developing, improving life and livelihoods conditions in the communities.

vii. Use behavioural economics in enhancing the outcomes of eliminating poverty, improving equality, and empower the vulnerable.

viii. Work on creating participatory community programs that use behavioural economics.

ix. Fostering collective strategies through using behavioural economics to maximise the successes from the management of change efforts.

x. Work to adapt to new conditions or ensure the transition or transformation to the new state through behavioural economics.

3.3 Communication/ICT/Numeracy/Analytic Techniques/Practical Skills

Having successfully completed the module, students should be able to:

xi. Work with the stakeholders to help adapt to new conditions or ensure the transition or transformation to the new state.

xii. Illustrate how the observations and the opportunities could be used through behavioral manipulation or architecting to be different conditions on the field to improve the socio-economic outcome.

xiii. To synthesise and critically evaluate with behavioral challenges, problems from multiple sources and from different perspectives.

3.4 General Transferable Skills

Having successfully completed the module, students should be able to:

xiv. Identify, or exploit opportunities around the problem and then to analyse them to develop short- and long-term solutions using behavioural economics.

xv. Use behavioural economics in research, and creativity, besides can work with diversified teams.

xvi. Demonstrate profound knowledge in the field of behavioural economics and its related practice while applying its relevant theoretical and practical frameworks.

xvii. To synthesise and critically evaluate with empathy challenges, problems, ideas, opportunities and observations from multiple sources and from different perspectives, i.e. with holistic thinking, in order to develop coherent and evidence-based arguments.

xviii.   Creatively and systematically address complex socioeconomic issues and develop practical and innovative solutions through behavioural economics.

4.0   Indicative Content
a) Introduction to the Behavioral Economy and it is historical background
b) Reviewing how Behavioral Economy Models are created
c) Experimenting with Behavrioal Economy tools in the field
d) Researching how can Behavioral Economy Experts can maintain and develop current 'live models'
e) Creating Behavioral Economy Projects focused on community development

5.0   Learning and Teaching Strategy

	Topics covered	*CILOs*	*Teaching Method*	*Assessment*
1	*Introduction to the Behavioral Economy and it is historical background*	i. . ii. .	*Lecture/ Discussion*	*Active Participation*
2	*Reviewing how Behavioral Economy Models are created*	iii. iv.	*Lecture/ Case Studies, Students Presentations & Discussion*	*Assignment #1*
3	*Experimenting with Behavrioal Economy tools in the field*	X, xi, xii,	*Lecture/ Discussion/ Projects/ Case Study*	*Case #1 Inception of Module Project*
4	*Researching how can Behavioral Economy Experts can maintain and develop current 'live models'*	Viii, xiv	*Research Analysis Application*	*Research & Active Participation*
5	*Creating Behavioral Economy Projects focused on community development*	Xv, xi,v	*Lecture/ Students Presentations, Discussion*	*Project Continuation*

Open Book Exam

6.0   Assessment Strategy
-   Taking Discussion Notes,
-   Participation in Visits and Active Contribution
-   Assignments
-   Students Case Studies
-   Module Project & Presentation
-   Final (Open Book Exam)

7.0   Assessment Pattern

Components	Weighting (%)	Learning objectives covered
In-module assessment:	**30%**	
Taking Discussion Notes, Participation in Visits and Active Contribution		**1,2,3,4,5,6**
Assignments		
Students Case Studies		
Final assessment:	**70%**	
Module Project & Presentation	**45%**	
Final Assessment (Open Book Exam)	**25%**	**1,2,3,4,5**

8.0   Strategy for feedback and student support during module

Each Presentation is marked, marks post on the module Web on the University Postgraduate Online Campus Platform, with immediate feedback (direct contact with the student or contact through the online modules platform); Specimen examination papers and solutions available.

9.0   Indicative Resources

Besides the international references in the relevance to the module, the following are the IIEP published research:

Book of Reference No 1

Buheji, M and Ahmed, D(2020) 'Behavioural Economics' Re-shaping the Quality of

Life, Authorhouse Publishing, UK. ISBN 978-1-7283-9806-8.

Book of Reference No 3

Buheji, M. (2018) Re-Inventing Our Lives, A Handbook for Socio-Economic

"Problem-Solving", AuthorHouse, UK. ISBN- 978-1-5462-9840-3.

Book of Reference No 3

Buheji, M and Ahmed, D (2019) The Intent – Shaping the future of Poverty

Economy, AuthorHouse, UK. ISBN- 9781728392455

Paper References

1. Buheji, M (2018) Nudge Theory vs. Inspiration Economy Labs- Comparing the Depth of Influence on Socio-Economics Behaviours, American Journal of Economics; Vol. 8, No.3: 146-154
2. Buheji, M (2019) Shaping the Anatomy of Socio-Economic Community Problems towards Effective Solutions, Issues in Social Science, Vol. 7, No. 1, pp. 1-11.
3. Buheji, M (2020) Socio-Economic Projects Spillovers and Their Influence on Communities Development, Review of European Studies; Vol. 12, No. 1, p. 47-54.

10.0 Other resources used (e.g. e-Learning, field visits, periodicals, software, etc.):

a) Additional required materials will be provided throughout this module in a soft copy.

b) Field Visits will be arranged based on students availability in the Morning or Afternoon to certain entities that have managed to bring solutions for complex problems, or have a problem that needs to be investigated.

c) Exerts from Lifelong Learning Books would be used for discussion during the class.

11.0 Module Team
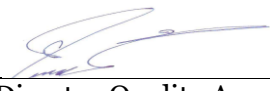**To be announced once HEC give provisional approval**
Dr. MOHAMED Buhijji
Professor FAIZ Galloui
Professor NADA Trunk
Dr. DUNYA Ahmed

Module coordinator: Dr. Mohamed Buheji & TBA (Program Advisory Board)
Email: buhejim@gmail.com

UNIT APPROVAL

Faculty	Dean /Director	Date
1	Signature 1.Dr. MOHAMED Buheji (Founder International Inspiration Economy Programme)	
	Signature	
	2. Mr. ....(Director Quality Assurance SIAS) To be recruited once HEC grant provisional approval for SIAS	
2	Signature 3.Prof. Dunya Ahmed (Vice-Chancellor SIAS)	
	Signature	

Seen and noted

Library	Signature	
	Print Name Pending Recruitment after HEC approval	
ICT	Signature	
	Print Name Pending Recruitment after HEC approval	
Quality Office	Signature	
	Print Name	
VRAF (Director Finance) SIAS	Signature	
	Print Name	

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