



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG Curriculum

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓								

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓								

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓									

Name of the Department	Symbiosis Centre for Liberal Arts
Name of Head of Department	Prof.Dr.Hilda David
Title of the Course	Introduction to Behavioural, Identity and Gender Economics
Course Code	HS21
Type of Course (New / Revised)	New
Number of Credits	3

Course Outcomes
CO 1: Examining the basic concepts of some of the new fields of economics, which are gaining in significance internationally.
CO 2: Explain the impact of behavioural, identity and gender economics on individual and organizational decision-making.
CO 3: Determine Fresh insights of economic careers.
CO 4: Explain the marketing, psychology, talent management, sociology and gender studies in economics.

DETAILS OF SYLLABUS



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UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1	<u>Behavioral Economics</u> <ul style="list-style-type: none">• Choice Framing• Heuristics and Biases• Intertemporal Choice• Fairness and Reciprocity	15
2	<u>Identity Economics</u> <ul style="list-style-type: none">• Norms, Identity and categories• Conformity and Externalities• Identity and Work	15
3	<u>Gender Economics</u> <ul style="list-style-type: none">• Gender Inequality• Gender and economics• Gender and business	15
	Total Number of Hours	45

Reference List

1. Kahneman, D., "Thinking Fast and Slow", 2011, Allen Lane, Penguin Books
2. Ariely, Dan, "Predictably Irrational: The hidden forces that Shape our decisions", 2008, Harper Collins
3. Ariely, Dan, "The Upside of Irrationality: the unexpected benefits of defying logic at work and at home", 2010, Harper Collins
4. Steinem, Gloria "As if Women Matter", 2014, Rupa Publications India Pvt. Ltd.
5. Sandberg, Sheryl, "Lean In" 2015, Penguin Random House
6. Akerlof, G., Kranton R., "Identity Economics", 2010, Princeton University Press
7. Mill, John S., "The Subjection of Women", 1869, LONGMANS, GREEN, READER, AND DYER
8. Thaler R., "Misbehaving: The Making of Behavioral Economics", 2015, Penguin Random House
9. www.gendereconomics.com
10. <http://www.behaviouralinsights.co.uk>

Prof. Dr. Hilda David

Name and Sign of Head