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## **Course- Behavioral Economics in Everyday Life**

**Course Duration- 8 Hours**

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**Objective:** Explore how psychological insights influence economic decisions in everyday scenarios.

### **Session 1: Introduction to Behavioral Economics**

- What is behavioral economics?
- Key differences between traditional economics and behavioral economics
- Cognitive biases that influence decision-making

### **Session 2: The Power of Choice and Decision Fatigue**

- How too many choices can lead to decision paralysis
- The concept of decision fatigue in daily life
- Examples of decision-making in shopping, voting, and work

### **Session 3: Loss Aversion and Financial Decision-Making**

- The impact of loss aversion on spending and saving
- Why people fear losses more than they value gains
- Practical examples: How loss aversion affects budgeting and investments

### **Session 4: Anchoring and Framing Effects in Consumer Behavior**

- How initial prices (anchors) affect purchase decisions
- The power of framing in marketing and advertising
- Real-life examples: How businesses use these psychological tactics

### **Session 5: Nudge Theory and Behavior Change**

- Introduction to nudge theory: Small changes that influence decisions
- Examples of nudges in public policy, health, and finance
- How can we use nudges to make better personal decisions?