RESPUBLIC OF UZBEKISTAN

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATIONS

KARSHI STATE TECHNICAL UNIVERSITY



"APPROVED"

Rector _____ Sh.K. Nematov

"12" 08 2025

BEHAVIOR ECONOMY

MODULE GUIDE

Field of Study:	400000 -	Business, Management, and Law
Field of Education:	410000 -	Business & Management
Field of study:	60410100 -	Economics

Module links

Module name:	Behavioral economics
Code (if applicable)	IAIqt11404
Courses (if applicable)	2.
Module-trained semesters	4.
Tongue	Uzbek language
Connection with the curriculum	Choice
Type of training, contact hours	Lecture, Practical
Study load	Total teaching load: 150 hours. Classroom hours: 60 hours; lecture: 30 hours, practical training: 30 hours; independent study: 90 hours
Credit points	5.
Recommended previous subjects	Creative thinking, Economics of the social sphere

Module objectives / expected learning outcomes	To teach students the theoretical foundations of behavioral economics, the influence of human behavior and psychological factors on the process of making economic decisions, the basic concepts and categories of behavioral economics, behavioral laws and principles, and to develop the ability to apply them in practice. Goals allow students to learn: • knowledge and understanding of basic terms, concepts, and theoretical approaches to behavioral economics; • analysis of the influence of cognitive deviations, heuristics, motivational and emotional factors on economic decisions; • use of analytical tools, experimental and empirical methods used in behavioral economics; • express the ideas of behavioral economics in a logical and clear form in writing, and in a coherent and understandable form in oral form; • application of behavioral economics concepts in existing economic research and practical situations. Expected results from teaching the module. 1. Theoretical knowledge and concepts. Students will understand such principles as basic concepts, categories, psychological mechanisms, cognitive biases, limited rationality, and choices architecture of behavioral economics. Gains the ability to correctly use terms related to behavioral economics and interpret theoretical ideas. 2. Analytical skills. Students learn to analyze economic processes involving behavioral factors. They master the logical interpretation, comparison, and drawing well-founded conclusions based on experimental results, observation data, and behavioral indicators. 3. Use of research and analysis tools. Students develop skills in working with experimental designs, empirical analysis methods, graphs, and tables used in behavioral economics. Learn to apply behavioral models and theoretical approaches in practical situations. 4. Communication and expression skills. Students will acquire the ability to clearly, logically, and consistently express scientific and practical ideas on behavioral economics in written and oral form. Through the correct use of scientific-methodological language, they learn to justify their opinions. 5. Practical application and application. Students can apply the concepts of behavioral economics to solve real economic problems. Studies existing economic and behavioral research and experience, draws theoretical and practical conclusions from them, considers behavioral factors in the development of policy recommendations and practical solutions.
Content	This subject is one of the modern trends in economics and aims to explain to students the influence of human behavior and psychological factors on the process of economic

	decision-making. Behavioral economics is one of the main subjects taught in the first year, teaching that economic decisions are not always fully rational and that there are various cognitive deviations, heuristics, and motivational factors in real life.
Training and Examination Requirements	**a) To score 90-100 points, the student's knowledge level must meet the following requirements:** - can fully illuminate the essence and content of the subject; - when presenting topics in science, scientific and logical approaches are maintained, and scientific errors and confusions are avoided; - has a clear idea of the theoretical or practical significance of the subject materials in the subject; - can demonstrate the ability to think independently within the framework of science; - can answer the given questions clearly and concisely; - carefully prepared for the summary; - Complete and accurate completion of independent assignments; - has fully mastered laws and other regulatory legal documents related to the subject; - has published a scientific article on one of the topics related to the subject; - can interpret historical processes; **b) For a score of 70-89.9, the student's level of knowledge must meet the following requirements:** - understands the essence and content of science, does not allow scientific and logical confusion in the presentation of topics in science; - understood the practical significance of the content of the subject; - fulfill the tasks and assignments given in the subject within the framework of the curriculum; - be able to correctly answer the questions posed in the subject; - has carefully formed a synopsis of the subject; - fully completed independent assignments in the subject; - has mastered laws and other regulatory documents related to the subject. **c) For a score of 60-69.9, the student's level of knowledge must meet the following requirements:** - has a general understanding of the subject; - if some confusion is allowed in the narrow coverage and presentation of topics in science; - if the presentation is not fluent; - if vague and confusing answers are received to questions on the subject; - if the text on the subject is not well formulated. **d) The student's level of knowledge may be assessed as unsatisfactory in the following cases with a score of 0-59.9:** - there is no preparation for classes in the subject;

	- does not have any knowledge of the subject; - it is noticeable that they copied texts on the subject from others; - serious errors and confusions were made in the text on the subject; - if answers to questions about the subject are not received; - if they don't know the subject.
Exam forms	Oral, written, test
Applicable means	Completion of assignments on the subject and successful passing of current, interim, and final control.
List of educational literature	A.A.Kasimov Behavioral Economics. Study Guide. -T.: "Innovative Development Publishing House," 2022, -200 pp. Masao Ogaki, Saori C. Tanaka. Behavioral Economics. Towards a New Economy by Integration with Traditional Economics. *Springer Nature Singapore Pte Ltd. 2017. P. 218.* Anna, Darren, Sophie, Carrie, and Robert. Behavioral Economics (Third Edition). Edward Cartwright. P. 587. Eyal Zamir, Daron Teichman. Behavioral Economics and the Law. *Oxford University Press. P. 841.* Zdvizova M. V. Behavioral economics theory in the structure of such economic-theoretical knowledge [Behavioral economics theory in modern structure of economic-theoretical knowledge]. Taras Shevchenko National University of Kyiv. P. 449. (UA) Thaler, Richard H. Behavioral Economics: Past, Present, and Future. *American Economic Review, 2016; 106*
Reviewers	S.N. Khamraeva - Head of the Department of "Innovative Economics," Doctor of Economic Sciences, Professor. Ergashev E.I. - Professor of the Tashkent State University of Economics, Doctor of Economic Sciences
Approved location and time	Developed and approved by Karshi State Technical University (Report No. 1, 26.08.2025)

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