

**COURSE RECORD**

|                   |                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Code              | <b>BA 434</b>                                                                                                                                                                                                                                                                                                                                                               |
| Name              | <b>Decision Making</b>                                                                                                                                                                                                                                                                                                                                                      |
| Hour per week     | 3 (3 + 0)                                                                                                                                                                                                                                                                                                                                                                   |
| Credit            | 3                                                                                                                                                                                                                                                                                                                                                                           |
| ECTS              | 5                                                                                                                                                                                                                                                                                                                                                                           |
| Level/Year        | Undergraduate/3-4                                                                                                                                                                                                                                                                                                                                                           |
| Type              | Elective                                                                                                                                                                                                                                                                                                                                                                    |
| Prerequisites     |                                                                                                                                                                                                                                                                                                                                                                             |
| Description       | The course covers decision making theories and some of their applications including both single-person and multi-person decision making. The following topics are discussed: Rational Decision Theory, Single-person Decision Making, Consumer Theory, System 1 and 2 Theory, Psychological Biases, Multi-person decision making, Behavioral decision theories, Heuristics. |
| Objectives        | Describing decision-making under uncertainty.<br>Identifying common psychological biases in decision-making.                                                                                                                                                                                                                                                                |
| Learning Outcomes | <i>By the end of the course, the student will be able to</i><br>LO1. Interpret Rational Decision Theory and Decision under uncertainty.<br>LO2. Summarize stochastic strategic decision making.<br>LO3. Explain psychological foundations of decision making.<br>LO4. Exemplify decision biases and heuristics.                                                             |

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

|     | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P010 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| LO1 | 5   | 4   | 3   | 2   | 3   | 1   | 2   | 3   | 4   | 5    |
| LO2 | 5   | 4   | 5   | 2   | 3   | 1   | 2   | 3   | 4   | 5    |
| LO3 | 4   | 4   | 5   | 3   | 2   | 2   | 3   | 3   | 4   | 3    |
| LO4 | 4   | 4   | 5   | 3   | 2   | 2   | 3   | 3   | 5   | 3    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES\***

|     | ILO1 | ILO2 | ILO3 | ILO4 | ILO5 | ILO6 | ILO7 |
|-----|------|------|------|------|------|------|------|
| LO1 | 5    | 4    | 4    | 3    | 4    | 2    | 4    |
| LO2 | 5    | 4    | 4    | 3    | 4    | 2    | 3    |
| LO3 | 4    | 5    | 5    | 4    | 3    | 3    | 5    |
| LO4 | 4    | 5    | 5    | 4    | 3    | 3    | 5    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

| Topics                                            | Outcomes |
|---------------------------------------------------|----------|
| Rational Decision Theory                          | LO1      |
| Consumer theory and Single-person Decision Making | LO1, LO2 |
| Decision Making Under Risk, Prospect Theory       | LO1, LO2 |
| Endowment Effect, Anchoring                       | LO3, LO4 |
| System 1 and 2 Theory                             | LO3, LO4 |
| Strategic Decision Making, Game Theory            | LO1, LO2 |
| Bounded Rationality, Biases and heuristics        | LO3, LO4 |
| Neuroeconomics& Information Processing Theories   | LO3, LO4 |

**DERS BİLGİLERİ**

|                |                                                                                                                                                                                                                                                                                                                                                     |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kodu           | <b>BA 434</b>                                                                                                                                                                                                                                                                                                                                       |
| İsmi           | <b>Karar Alma</b>                                                                                                                                                                                                                                                                                                                                   |
| Haftalık Saati | 3 (3+0)                                                                                                                                                                                                                                                                                                                                             |
| Kredi          | 3                                                                                                                                                                                                                                                                                                                                                   |
| AKTS           | 5                                                                                                                                                                                                                                                                                                                                                   |
| Seviye/Yıl     | Lisans/3-4                                                                                                                                                                                                                                                                                                                                          |
| Dersin Dili    | İngilizce                                                                                                                                                                                                                                                                                                                                           |
| Tip            | Seçmeli                                                                                                                                                                                                                                                                                                                                             |
| Ön Şart        |                                                                                                                                                                                                                                                                                                                                                     |
| İçerik         | Bu ders karar alma teorilerini ve uygulamalarını hem tek kişilik hem de birden çok kişilik karar alma bağlamında işleyecektir. Şu konular incelenecektir: Rasyonel Karar Teorisi, Tek kişilik karar alma, Tüketici Teorisi, Sistem 1 ve 2 Teorileri, Psikolojik Önyargılar, Çok kişili Karar Alma, Davranışsal Karar Teorileri, Sezgisel Yöntemler. |