Course Overview

**Travel Dates:** Saturday, January 9 - Saturday, January 23

**Classroom Dates in the Fall:** September 22, October 6, 13, 20, November 10, December 8, February 4

Course Catalog Description [here](#).

This course will be of particular interest to students with an interest in obtaining a basic understanding on behavioral decision research and behavioral economics, and mastering knowledge of decision architecture, or “nudging.” All students will work on actual projects connected to the UK or the Dutch Government.

**Instructors:**

Max Bazerman, Jesse Isidor Straus Professor of Business Administration, Baker/Bloomberg 453, mbazerman@hbs.edu

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Michael Luca, Assistant Professor of Business Administration, Baker/Bloomberg 457, mluca@hbs.edu

Faculty Assistant: Charlotte Tuminelli, ctuminelli@hbs.edu

Global Experience Office Assistant Director: Mike Holland, mholland@hbs.edu (logistical questions to Mike).

Assistant Director, Behavioral Insights Group: Abigail Dalton, abigail_dalton@hks.harvard.edu

Program Managers: Sally Robinson srobinson@hbs.edu and Peter Lewek plewek@hbs.edu

Fall Course Location: Aldrich 210

**Readings:**

Throughout the course, we will provide a small number of readings to help participants familiarize themselves with experimental methods and behavioral economics.

Participants may also want to read the following two books in advance of our travels to London and the Netherlands:


These books are also available at Harvard Square Coop under the course name, MLD-335Y (select “HKS” as your Department when searching for textbooks).

If time allows, we also encourage you to read this new book from David Halpern, Director of the Behavioural Insights Team:

http://www.amazon.com/Inside-Nudge-Unit-Changes-Difference/dp/0753556537

**Syllabus**

**Tuesday, September 22, 2015**: The evolution of behavioral insights.
After an introduction and course overview, we will explore applications of behavioral insights in organizations through a hands-on exercise. We will then discuss the history of the rise of behavioral research and explore why this research has proven to be so useful in organizations.

**Tuesday, October 6, 2015**: Behavioral insights in the field.
In this class, we will learn about organizations that have successfully leveraged behavioral insights and field experiments in two different domains.

Jens Ludwig – the founding director of the University of Chicago Crime Lab - will join us via video to discuss the use of behavioral insights and field experiments in efforts to reduce crime and improve urban quality of life.

Todd Rogers – founder of the Analyst Institute – will join us to discuss the use of behavioral insights and field experiments to increase voter turnout, as well as ongoing work in other areas.

We will discuss both the use of behavioral insights in these areas and also the structure of organizations dedicated to the use of behavioral insights.

**Tuesday, October 13, 2015**: Netherlands projects.
We will watch a series of videos about client projects in the Netherlands.

**Tuesday, October 20, 2015**: UK projects.
Michael Sanders will speak to the class about client projects in London. After this class, you will provide your preferences over projects and be matched with a client.

**Tuesday, November 10, 2015**: Experimental methods and project work.
We will begin with a discussion of experimental methods. You will spend rest of the day working on your project with your group.

**Tuesday, December 8, 2015**: Trip logistics and project work.
We will begin with a discussion of trip logistics. You will spend the rest of the day working on your project with your group.

**Thursday, February 4, 2015**: Class wrap.