-course title: "(psychological aspects of decision making"

-course code: סמסטר ב' - 12923821

-instructor: ד"ר תהילה קוגוט

-learning objectives:

study topics:

- model of decision-making and the research that explains the behavior of decision-making, judgment and choice, based on cognitive, social and emotional models.
- the study of phenomena and experiments, and emphasis placed on the conditions in which human decisions are not optimized from the perspective of the decision-maker, or from the perspective of the social aspect. The practical implications of these findings will also be examined in the context of management and organizational settings.

- Decision-making as a core component of administrative behavior and a tool for setting policies.

- Normative and descriptive models of decision-making.
- Uncertainty, one of the basic conditions of our lives.
- The rational model and limited rationality.
- Utility function and subjective utility.
- Reasoning vs. emotion in decision-making. Two cognitive systems:
- Experiments in decision-making and choice: availability, reversal, framing, representations, first, last, switch effects, ownership effect, personal beliefs in the self and others, egocentric bias.

- Applications in management and educational systems.

-minimum attendance required - 70%

-final summative work - 100%

-GPA - 100%


