

## COURSE SYLLABUS

### Psychology of Economic Behaviour

2324-2-F5106P030

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#### Learning area

Fundamentals and research methods in social and economic psychology

#### Learning objectives

##### *Knowledge and understanding*

- The developments of the monetary economy, the history of money and attitudes towards it
- The "transformations" of mentality needed in monetary economies
- The arising and dominance of the capitalist mode of production: characteristics and problems
- The inadequacy of the *homo economicus* model
- Psychology applied to investment, consumption or savings choices
- The problem of "sustainable" consumption and change in development models

##### *Applying knowledge and understanding*

- Improving the literacy on economic psychology
- Basic skills in decoding the psychological problems in economic/finance events
- Basic skills in decoding saving/consumption choices
- Better understanding of the contradictions and difficulties posed by the sustainability challenge

#### Contents

In the first part of the course, topics of formation (destruction) of money and of the cognitive and affective-emotional

psychological processes connected to money, its technical management and its use in daily relations, will be addressed. The arising and imposition of the capitalist mode of production will therefore be considered in a historical perspective, highlighting its characteristics and problems. The psychological assumptions implicit in the \* homo economicus \* model will then be considered and their limits will be highlighted, as well as addressing some more specific issues of economic psychology. An in-depth analysis of the challenges posed by the need for change towards more "sustainable" development models will also be proposed. The course does not require prior technical skills of economics.

## Detailed program

- The history of currency as a means of increasing abstraction
- The cognitive difficulties involved by the modern currency of credit
- The history of attitudes toward money and credit
- The currency and the psychological confidence
- The capitalist mode of production
- The *homo economicus* model: origin and criticisms from the point of view of psychology
- The panic in the financial markets
- The psychology of savings
- *Green* consumption and *green* economy

## Prerequisites

No prerequisite is indispensable to the student, beyond a basic psychological knowledge. Nor it is necessary an education in economics of any kind

## Teaching methods

Lectures, discussions, seminars on specific themes, groups of students aimed at the study of specific topics

## Assessment methods

The exam is oral. The questions are aimed at evaluating the actual acquisition of both theoretical knowledge and the ability to face problems typical of economic psychology. The evaluation criteria are the correctness of the answers, the ability to argue, synthesize, create links and critically read the reality. Participation in voluntary activities (group work) contributes to evaluation. The works carried out, and the individual reports related to them, are evaluated by the teacher and are complemented by the evaluation of the written test.

Although this course is held in Italian, for Erasmus students course material can also be available in English and students can take the exam in English if they wish to do so.

## **Textbooks and Reading Materials**

All the information will be available on the e-learning page at the beginning of the lessons.

## **Sustainable Development Goals**

RESPONSIBLE CONSUMPTION AND PRODUCTION

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