ECTS	*3*
Title	***Economics of Well-Being***
Schedule	Block 1 (lectures 1-4): February 25 (13:30-17:00) & February 26 (9:00-15:00) Block 2 (lectures 5-9): March 5 (13:30-17:00) & March 5 (09:00-13:30) Block 3 (lectures 10-14): March 11 (13:30-17:00) & March 12 (09:00-13:30)
Course Director	*Dr. Reto Odermatt*
Course objectives	• *Understanding what matters for well-being* • *Knowledge on measures of people's well-being* • *Introduction into and application of (behavioral) economic thinking* • *Discussion of research in the field economics of well-being* • *Inspirations for your own work / your own world view*
Course description	*In this course, participants get a mind map of modern well-being research in business and economics. An introduction to the current state of knowledge in this new area is provided. The course enables participants to critically reflect various topics from a standard and behavioral economic perspective and provides new insights into how human beings value goods, services, and more general social and economic conditions. We also discuss the potential insights for the organizational context.*
Learning methods	*The lecture combines theoretical and empirical inputs by the lecturer with focused discussions on specific issues. If available, empirical evidence based on statistical analyses are presented. In a group assignment, the students will study and present research articles from the discussed fields.*
Evaluation procedures and Grading criteria	*The assessment is based on a written exam. Details about the format of the exam are introduced during the course. Completion of a group assignment is mandatory. It will be introduced during the course as well.*

Tentative outline

Block 1: Introduction and foundations

Lectures 1 & 2 – Introduction and measurement of well-being
Layard and DeNeve (2023, chapter 1, pages 17-29)

Lectures 3 & 4 – From standard economics to behavioral economics
Frey and Benz (2004)

Block 2: Determinants of well-being and behavioral economic applications

Lecture 5 – Income and employment
Layard and DeNeve (2023, chapters 11, 12, 13)

Lecture 6 – Pro-social behavior and intrinsic motivation
Meier (2006, sections 1, 2, 4, 6)

Lecture 7 – Limited self-control & nudging
Stutzer (2009, sections 1-4)

Lecture 8 – Hedonic adaptation
Powdthavee and Stutzer (2014, pages 219-227)

Lecture 9 – Affective forecasting
Wilson and Gilbert (2005)

Block 3: Applications in consumer research and assignment

Lectures 10 & 11 – Well-being for consumer research
Dunn, Gilbert and Wilson (2011)

Lectures 12 & 13 – Group assignment

Lecture 14 – Exam outlook and debriefing

Readings

Dunn, E.W., Gilbert D.T., and Wilson T.D. (2011). If Money Doesn't Make You Happy then You Probably Aren't Spending It Right. *Journal of Consumer Psychology*, 21(2): 115-125.

Frey, B.S. and Benz M. (2004). From Imperialism to Inspiration: A Survey of Economics and Psychology. In Davis, J.B., Marciano A., and Runde J. (Eds.). *The Elgar Companion to Economics and Philosophy*. Northampton, MA: Edward Elgar Pub.L.

Kahneman, D. and Krueger, A.B. (2006). Developments in the Measurement of Subjective Well-Being. *Journal of Economic Perspectives* 20(1): 3-24.

Layard, R., and De Neve, J-E (2023). *Wellbeing: Science and Policy*. Cambridge University Press: Cambridge.

Meier, S. (2006). A Survey of Economic Theories and Field Evidence on Pro-Social Behavior. Working Paper No. 06-6: Federal Reserve Bank of Boston.

Powdthavee, N., and Stutzer, A. (2014). Economic Approaches to Understanding Change in Happiness. In K. M. Sheldon & R. E. Lucas

(Eds.). *Stability of Happiness:* Theories and Evidence on Whether Happiness Can Change (pp. 219–244). Amsterdam: Elsevier.

Stutzer, A. (2009) *Happiness when Temptation Overwhelms Willpower.* In: A. K. Dutt and B. Radcliff (eds.). Happiness, Economics and Politics. Cheltenham, UK: Edward Elgar Publishing.

Wilson, T.D. and Gilbert, D.T. (2005). Affective Forecasting: Knowing What to Want. *Current Directions in Psychological Science*, 14(3): 131-134.