Mindluster Platform

About the course Principles of behavioral economics

Course Presenter : IIT Roorkee July 2018

Enhance your understanding of human decision-making and its impact on business strategies with our Principles of Behavioral Economics online course. Designed for professionals seeking to deepen their knowledge of consumer behavior and improve business outcomes, this training course offers valuable insights into how psychological factors influence economic choices. By mastering these principles, you can apply innovative strategies to drive business success and foster sustainable growth. In this course, you will learn to: - Understand the core concepts and theories of behavioral economics - Analyze consumer behavior and decision-making processes - Apply behavioral insights to marketing, sales, and management strategies - Recognize cognitive biases and heuristics that influence economic choices - Design more effective business models based on behavioral principles - Enhance your professional skills to adapt to dynamic market environments This course is ideal for business professionals, managers, marketers, and entrepreneurs in the Middle East, Saudi Arabia, UAE, and beyond who aim to improve their decision-making skills and incorporate behavioral insights into their business practices. Whether you are seeking to advance your career or implement innovative strategies, this certified training course will provide practical knowledge and skills to elevate your professional profile. Choosing this course on our platform ensures access to high-quality content developed by industry experts, flexible online learning options, and a recognized certificate upon completion. Our platform is committed to supporting your career growth by offering professional development opportunities tailored to the needs of the modern business landscape. Completing this Principles of Behavioral Economics course can open doors to various career opportunities, including roles in marketing, management, business consulting, and strategic planning. It provides a competitive edge in understanding consumer psychology and applying behavioral insights to real-world business challenges. Earn a professional certificate that validates your expertise in behavioral economics and demonstrates your commitment to continuous learning. This certified course will enhance your resume and position you as a knowledgeable professional ready to make impactful decisions in the business environment. IIT Roorkee July 2018

Business Category's Courses

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Lesson 1 : **Principles of Behavioral Economics by Prof Sujata Kar**

Lesson 2 : **Lecture 01 Behavioral Economics What Why**

Lesson 3 : **Lecture 02 Behavioral Economics in Relation to other Sciences Economics**

Lesson 4 : **Lecture 03 Evolution of Behavioral Economics**

Lesson 5 : **Lecture 04 The Neoclassical Tradition An Introduction**

Lesson 6 : **Lecture 05 Methodology â€“ Types of Empirical Studies**

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Lesson 50 : **Lecture 49 NaÃ¯ve Quasi Hyperbolic Discounting**

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Lesson 61 : **Lecture 60 Trust Games**

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