

BEHAVIORAL DECISION MAKING

About the Program

Being a leader requires not only the ability to make important decisions independently but also the capacity to influence others' decisions.

In this online program, we will use the frameworks of choice architecture to examine the decision-making process. We'll study the various ways choices are framed—and how this framing can influence decisions. The topics explored will help you become a better decision maker in your professional life and beyond.

Through engaging case studies, discussion, and exercises, you'll learn when and where flawed thinking can occur, how you can intervene, and how you can ultimately make and influence smarter decisions for your organization. You will uncover the inner workings of human biases and judgment. And you'll gain insights into how inherent bias or poorly structured information can affect business decisions. You will learn to recognize these hurdles so you can develop better decision-making outcomes and improve your bottom line.

Learning Objectives



- *Explore* the fast-growing fields of behavioral economics, behavioral insights, and behavioral decision making—and why they matter;
- Learn how to identify cognitive biases and structure your environment to eliminate destructive bias;
- Discover the psychological factors that drive economic decisions and how these impact your business and bottom line;

- Improve your ability to forecast the outcomes of decisions;
- Understand how to leverage the power of “nudges” and behavioral interventions;
- Understand how heuristics and biases can affect the decisions you make everyday.

Requirements



No specific skills or previous knowledge is required to enroll in this program. However, previous marketing exposure is highly recommended.

Duration



2 days (weekends),
6 hours per day.

Location



Daejeon, South Korea.
SolBridge International
School of Business campus.

Teaching Method



All class material's are 100% in english.

Fees & Tuition



No application fee;
1,800,000 KRW total tuition.

This program can also be customized according to your group or company's preferences.

