

SREE NARAYANA COLLEGE, SIVAGIRI, VARKALA

PG & RESEARCH DEPARTMENT OF ECONOMICS

CERTIFICATE COURSE ON INTRODUCTION TO BEHAVIOURAL ECONOMICS (2023-24)

REPORT

The PG & RESEARCH DEPARTMENT OF ECONOMICS in association with the IQAC of the college organized the Certificate course on "An Introduction to Behavioral economics" with a duration of 30hours over a period from March 11th - June 4th 2024. The course was specifically designed to impart awareness and basic knowledge on behavior of economic agents and cognitive economics among the students in the institution. A brochure was circulated in student groups announcing the commencement of the certificate course. The Course outline was briefed by the Head of the Department, Dr. Aswathy R and the course details were elaborated by the Course Coordinator Dr. Megha Radhakrishnan. Given below is the list of students who enrolled in the course.

Serial No	Name of Student	Class /Batch
1.	Adarsh G K	II DC ECONOMICS
2.	Lijin Ashok	II DC ECONOMICS
3.	Krishnendhu A	II DC ECONOMICS
4.	Ananya Krishna S	II DC ECONOMICS
5.	Athira AR	II DC ECONOMICS
6.	Lakshmi HM	II DC ECONOMICS
7.	Meenakshi S	II DC ECONOMICS
8.	Reshmi S	II DC ECONOMICS
9.	Sona P	II DC ECONOMICS
10.	Veena R	II DC ECONOMICS
11.	Amal S	II DC ECONOMICS
12.	Alfiya N	II DC ECONOMICS
13.	Ammu A	II DC ECONOMICS
14.	Anju A S	II DC ECONOMICS
15.	Bismi S	II DC ECONOMICS
16.	Navya K	II DC ECONOMICS
17.	Renu S	II DC ECONOMICS
18.	Sneha M S	II DC ECONOMICS
19.	Varsha S S	II DC ECONOMICS
20.	Adhithyan S	II DC ECONOMICS
21.	Athul Joy	III DC ECONOMICS
22.	Devika P	III DC ECONOMICS
23.	Fathima Ashley	III DC ECONOMICS
24.	Gouri R	III DC ECONOMICS
25.	Naira J	III DC ECONOMICS
26.	Nimisha S	III DC ECONOMICS
27.	Vishnu V	III DC ECONOMICS
28.	Shini S	III DC ECONOMICS
29.	Veni J S	III DC ECONOMICS
30.	Irfan S	III DC ECONOMICS
31.	Vinu V S	III DC ECONOMICS
32.	Ajna A	III DC ECONOMICS



Principal
Sree Narayana College
Sivagiri, Varkala

33.	Hasna S	III DC ECONOMICS
34.	Megha A R	III DC ECONOMICS
35.	Priji P S	III DC ECONOMICS

Inauguration of the Course

The course formally began on March 11th 2024. The first session was handled by Dr. Sindhu Prathap, one of the expert teachers who handled the first batch of PG course in Behavioral Economics and Data Science offered in Kerala University. The inaugural session was about “Role of Behavioral economics in analyzing Cognitive behavior of Economic Agents”. The session duration was 35 minutes and student interaction ensued. The session had a student attendance of 34 from both UG and PG Classes.

Brochure of Certificate Course



SREE NARAYANA COLLEGE
SIVAGIRI, VARKALA

(Affiliated to University of Kerala, NAAC Re-Accredited with B++ Grade)

PG & Research Department of Economics
in Collaboration with
Department of Economics, Sree Narayana College for Women, Kollam

Inauguration of Certificate Course on
Introduction to Behavioural Economics

Monday	Time	Venue
11/03/2024	2 pm	Conference Hall



Resource Person
Dr.Sindhu Prathap

(Professor and Head, Dept. of Economics, S N College for Women, Kollam)

Programme Schedule

Welcome	:	Dr. Aswathy R (HOD, Dept.of Economics)
Presidential Address	:	Dr.Vinod C Sugathan (Principal, SN College, Varkala)
Inaugural Address	:	Dr.Sindhu Pratap (Professor and Head, Dept.of Economics, SN College for Women, Kollam)
Felicitation	:	Sri.Aji SRM (Executive Member, S N Trusts)
	:	Dr.Preethakrishna L (Co-ordinator, IQAC)
Vote of Thanks	:	Dr. Megha Radhakrishnan (Course Co-ordinator)

About the Course

The course was specifically designed to provide students with a foundation in behavioural economics with special emphasis on human decision making, negotiation, marketing & consumer behaviour. The course imparts to students, awareness & basic knowledge on behavior of economic agents and cognitive economics. It aids the students in exploring career pathways offered by business firms in market research on consumer behaviour analysis.

Organizing Team

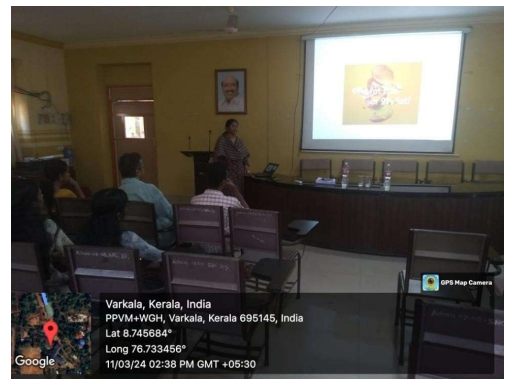
Patron	:	Sri.Vellapally Natesan (Manager, S.N.Colleges)
Chairperson	:	Dr.Vinod.C.Sugathan (Principal)
IQAC Co-ordinator	:	Dr.Preetha Krishna.L
Course Co-ordinator	:	Dr.Megha Radhakrishnan

Members

Dr.Aswathy.R (Head, Department of Economics)
Sri.Syam Raj.R (Assistant Professor, Department of Economics)
Dr.Jerry Alwin (Associate Professor, Department of Economics)
Dr.Sreeranjini.S.C (Assistant Professor, Department of Economics)
Smt.Anila Kumary.R (Assistant Professor, Department of Economics)




Principal
Sree Narayana College
Sivagiri, Varkala



Snapshots from the Inaugural ceremony



Sree Narayana College
Principal
 Sree Narayana College
 Sivagiri, Varkala

List of Participants

Class conducted on 11/03/2024
List of Students

- ① Aina . A ~~Aina~~
- ② Hasna . S ~~Hasna~~
- ③ Megha . A.R ~~Megha~~
- ④ Priiti . P.S ~~Priiti~~
- ⑤ Adithyan . S ~~Adithyan~~
- ⑥ Athul . S.O.Y. ~~Athul~~
- ⑦ Devika . P ~~Devika~~
- ⑧ Gowri . R ~~Gowri~~
- ⑨ Nairia . J ~~Nairia~~
- ⑩ Nimisha . S ~~Nimisha~~
- ⑪ Vishnu . V ~~Vishnu~~
- ⑫ Shiny . S ~~Shiny~~
- ⑬ Veni . J.S ~~Veni~~
- ⑭ Adarsh . B.K ~~Adarsh~~
- ⑮ Lijin . Asok ~~Lijin~~
- ⑯ Krishnendhu . A ~~Krishnendhu~~
- ⑰ Ananya . Krishna . S ~~Ananya~~
- ⑱ Athira . A.R ~~Athira~~
- ⑲ Lekshmi . H.M ~~Lekshmi~~
- ⑳ Meenakshi . S ~~Meenakshi~~
- ㉑ Reshmi . S ~~Reshmi~~
- ㉒ Sona . P ~~Sona~~
- ㉓ Veena . R ~~Veena~~
- ㉔ Amal . S ~~Amal~~
- ㉕ Alfiya . N ~~Alfiya~~
- ㉖ Ammu . A ~~Ammu~~
- ㉗ Bismi . S ~~Bismi~~
- ㉘ Navya . K ~~Navya~~
- ㉙ Pooja . S ~~Pooja~~
- ㉚ Renu . S ~~Renu~~
- ㉛ Sneha . M.S ~~Sneha~~
- ㉜ Varsha . S.S ~~Varsha~~

Class conducted on 12/03/2024

- 1. Anil S ~~Amal~~
- 2. Aditya N ~~Aditya~~
- 3. Anoushka ~~An~~
- 4. Bismi S Bismi
- 5. Navya K Navya
- 6. poaja S Poja
- 7. Renu S Renu
- 8. Sneha M S Sneha MS
- 9. Vaasha S S Vasha
- 10. Irfan S Irfan
- 11. Vinu ~~Vinay~~
- 12. Ajna A Ajna
- 13. Megha AR ~~Megha~~
- 14. Priji P S Priji
- 15. Adithyan S Adithyan
- 16. Athul joy Athul
- 17. Devika P Devika P
- 18. Fathima Ashly Fathima
- 19. Glousi R Glousi
- 20. Vishnu v Vishnu
- 21. Shini S Shiny
- 22. Veni J S Veni
- 23. Adarsh G K Adarsh
- 24. Lijin Asok Lijin
- 25. Krishnendhu A Krishna
- 26. Ananya Krishna S Ananya
- 27. Lekshmi H M Lekshmi
- 28. Meenakshi S Meenakshi
- 29. Sona P Sona
- 30. Veena R Veena



Principal

Principal
Sree Narayana College
Sivagiri, Varkala



SREE NARAYANA COLLEGE, VARKALA

(Affiliated to University of Kerala, NAAC Reaccredited with B++ Grade)



PG AND RESEARCH DEPARTMENT OF ECONOMICS
CERTIFICATE COURSE

IN

INTRODUCTION TO BEHAVIOURAL ECONOMICS

CERTIFICATE OF PARTICIPATION

This is to certify that Mr./Ms. **HASNA S**

..... has participated and successfully completed short term
Certificate Course on Introduction to Behavioral Economics conducted by PG & Research Department of Economics,
S N College, Sivagiri, Varkala from March 11th to June 4th 2024.



Dr. Vinod C. Sugathan
Principal



Dr. Aswathy R
HOD Economics



Dr. Megha Radhakrishnan
Course Coordinator



Principal
Sree Narayana College
Sivagiri, Varkala

SYLLABUS

Introduction to Behavioural Economics

Course Duration -30 Hours

Module 1: Foundations of behavioural micro economics

What is behavioural economics-History and evolution- relation with other disciplines- objectives, and scope- themes and methodology of behavioural economics (theory, evidence)

Module 2: Foundations of behavioural macro economics

Neo-Keynesian Rational Expectation model- role of rational expectation in business cycle and labour market equilibrium- the role of monetary policy and the determination of asset prices- Animal Spirits and economic decisions

Module 3: Conceptualising Welfare

Behaviour economics on Welfare and Policy Analysis- Conceptualising and measuring welfare- saving, addiction and public good

Module 4 Behavioural economics and organisational behaviour

Complicating the single-agent risk-incentive model- workers as members of multi-agent firms- top managers and corporate finance- organisational reactions: sorting, repairs and exploitation.

References

Introduction to Behavioural Economics and Its Applications- Peter Diamond and Hannu Vartiainen (ed.), Princeton University Press, 2012

Handbook of Behavioural Economics-Foundations and Applications - BD Bernheim, S Della Vigna, D Laibson (ed), North Holland ,2019

The foundations of behavioural economics –Sanjit Dhami, Oxford, 2020

Applied Behavioural Economics Research and Trends, Rodica Ianole, IGI Global, 2016

Behavioural Macro Economics -Theory and Policy, Paul De Grauwe and Yeumei Ji, Oxford University Press, 2019



Principal
Sree Narayana College
Sivagiri, Varkala