

UGBA 157: Decision Making
*** New Special Topics Class***
Spring 2023

Professor Celia Gaertig

Tuesday & Thursday, 8am – 9:30am (3 units); meets at the Haas School of Business

This course on Decision Making has two objectives.

The first objective is to improve the quality of students' judgments and decisions. Students will learn to better understand, evaluate, and accumulate evidence, and to be aware of and avoid common inferential errors and systematic biases in their own decision-making.

The second is to improve students' ability to predict and influence the behavior of others. By understanding how other people decide and behave, students will be better able to motivate desired behavior in others. This course accomplishes this by expanding the rather limited toolbox provided by standard economics (incentives and education) to include tools of influence prescribed by a realistic understanding of human behavior.

The course will cover the following topics: Understanding Evidence, Heuristics & Biases, Motivated Reasoning, Overconfidence, Emotions & Intuition, Humans vs. Algorithmic Decision Making; Choice Architecture, and Nudges & Behavior Change.

The assignments for this course will consist of in-class quizzes on the readings, regular topic quizzes, and individual and group take-home assignments.

About the instructor:

Celia Gaertig is a faculty member in the Marketing group at the Haas School of Business and an expert on Decision Making. In her research, she studies the psychology of consumer behavior and decision making. Much of her work focuses on understanding how consumers make judgments and decisions in situations that involve uncertainty.

Her research has been published in top outlets, and in 2020, she won Runner Up in the New Investigator Award of the Society for Judgment and Decision Making. You can learn more about her research here:

<http://www.celiagaertig.com>



Gaertig earned a PhD from the Wharton School, University of Pennsylvania. Before joining the Haas School of Business, she was a faculty member at the Booth School of Business at the University of Chicago where she taught Consumer Behavior.