UGBA 157: Decision Making
* New Special Topics Class*
Spring 2024

Professor Celia Gaertig

Tuesday & Thursday, 9:30am-11am (3 units)
meets at the Haas School of Business

This course has two objectives: The first is to improve the quality of your decisions. While intuition often serves us well, there are many decision traps that we tend to fall into on a repeated basis. Although each decision is unique and poses its own special problems, there are many commonalities across decisions. This course will teach you how to be aware of and to avoid common decision-making errors and systematic biases in your own decision-making.

The second is to improve your ability to predict and influence the behavior of others. Managers, consumers, investors, and negotiators all make predictable mistakes. Therefore, by understanding the psychology behind how people decide and behave, you can gain a competitive advantage 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.

Topics covered include: Understanding Evidence, Heuristics & Biases, Motivated Reasoning, Overconfidence, Emotions & Intuition, Humans vs. Algorithms, Choice Architecture, and Nudges/Behavior Change.

Link to preliminary syllabus:

[Syllabus UGBA 157 Spring 2024 (preliminary)](#)

About your 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.
You can learn more about her research here: http://www.celiagaertig.com

Gaertig earned a PhD from the Wharton School, University of Pennsylvania, and an BSc from the University of Freiburg, Germany.