

## 课程详述

### COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	<b>课程名称 Course Title</b>	决策与判断 Judgment and Decision Making				
2.	<b>授课院系 Originating Department</b>	信息系统与管理工程系 Division of Information Systems & Management Engineering				
3.	<b>课程编号 Course Code</b>	MIS406				
4.	<b>课程学分 Credit Value</b>	3				
5.	<b>课程类别 Course Type</b>	专业选修课 Major Elective Courses				
6.	<b>授课学期 Semester</b>	秋季 Fall				
7.	<b>授课语言 Teaching Language</b>	英文 English				
8.	<b>授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation &amp; Contact (For team teaching, please list all instructors)</b>	Moris Strub、信息系统与管理工程系、strub@sustech.edu.cn Moris Strub, Division of Information Systems & Management Engineering, strub@sustech.edu.cn				
9.	<b>实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact</b>	待公布 To be announced				
10.	<b>选课人数限额(可不填) Maximum Enrolment (Optional)</b>	40				
11.	<b>授课方式 Delivery Method</b>	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
	<b>学时数</b>	48				48

<b>Credit Hours</b>				
12. <b>先修课程、其它学习要求 Pre-requisites or Other Academic Requirements</b>	无 None			
13. <b>后续课程、其它学习规划 Courses for which this course is a pre-requisite</b>	无 None			
14. <b>其它要求修读本课程的学系 Cross-listing Dept.</b>	无 None			

### 教学大纲及教学日历 SYLLABUS

#### 15. 教学目标 Course Objectives

本专业选修课将主要讲授决策与判断的经典、现代论题。通过这门课的学习，你将明白人是如何做出选择，并将相关的知识应用在商业、经济以及生活的决策问题中。我们将整合心理学以及行为经济学的观点，以帮助我们理解和避免决策中的系统偏差以及推断中的常见错误。此门课的目的是帮助提高决策质量，并能够预测和影响他人的决策。

This major elective course will focus on classical and current topics in judgment and decision making. Taking this course, you will learn how humans make choices and apply this knowledge to decision problems in business, economics, and your own life. We will integrate perspectives from psychology and behavioral economics helping us to understand and avoid systematic biases in human decision making as well as common mistakes in inference. The goal is to improve the quality of your own decisions and to be able to anticipate and influence the decisions of others.

#### 16. 预达学习成果 Learning Outcomes

成功完成这门课后，你将

1. 熟悉人类做决策的重要理论
2. 能够将这些理论应用于商业和经济的重要问题
3. 能够做出合理的判断以及避免一般的推断错误
4. 对自己的生活做出更优决策且避免决策中的一般偏差

After successfully completing this course, you should

- 1) be familiar with important theories on human decision making.
- 2) be able to apply these theories to important problems in business and economics.
- 3) be able to make sound judgments and avoid common inferential mistakes.
- 4) make better decisions in your own life and avoid common biases in decision making.

#### 17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

##### 理论（48 学时）

课时 1（2 学时）：介绍一些决策与判断的例子。

并进一步说明这门课的内容架构，让学生大概了解面临选择时如何决策，且决策的偏差如何产生。

课时 2（2 学时）：介绍了两系统判断和选择方法的基本要素。

阐述系统 1 的自动操作和系统 2 的控制操作之间的区别，并展示系统 1 的核心——联想记忆，是如何不断地构建出对我们世界正在发生的事情的连贯的解释

课时 3（2 学时）：介绍直觉思维

介绍直觉思维背后的自发和无意识过程的复杂性和丰富性，以及这些自动过程如何解释启发式的判断。

课时 4（2 学时）：介绍规范、判断以及确认偏差的定义以及相关概念。

课时 5 (2 学时): 介绍规范、判断以及确认偏差的实际应用。

课时 6 (2 学时): 介绍小数定律以及锚定定律的定义以及应用。

课时 7 (2 学时): 介绍可用性有关的概念与应用。

课时 8 (2 学时): 介绍代表性的概念与应用。

课时 9 (2 学时): 讲解基础概率忽略、均值回归以及直觉预测的概念, 并介绍如何应用这些方法。

课时 10 (2 学时): 介绍过度自信的定义以及概念。

课时 11 (2 学时): 介绍过度自信在决策中现象和结果。

课时 12 (2 学时): 介绍期望效用理论以及展望理论的相关概念。

课时 13 (2 学时): 介绍禀赋效应的概念与定义, 以及禀赋效应如何影响决策。

课时 14 (2 学时): 继续解释展望理论, 以及从展望理论的角度了解影响效用的因素。

课时 15 (2 学时): 介绍心理账户、逆转以及框架的概念, 以及相关方法的应用。

课时 16 (2 学时): 介绍经验和记忆的定义和概念。

课时 17 (2 学时): 阐述两个自我的区别, 经验自我和记忆自我, 经验自我和记忆自我不具有相同的兴趣点, 并且阐述这两种自我所产生的幸福感的差异。

课时 18 (2 学时): 介绍社会规范, 以及如何理解这种现象。

课时 19 (2 学时): 介绍自由主义家长式作风的概念以及机制。

课时 20 (2 学时): 探讨人们如何能更好地完成储蓄和投资的任务, 并就私人机构和公共机构如何推动人们朝更富有和更安全的方向发展提出一些建议。

课时 21 (2 学时): 探讨人们如何能更好地在借款和社会保障的方面做出决策与判断, 并就私人机构和公共机构如何推动人们向更富有和更有安全感的发展提出一些建议。

课时 22 (2 学时): 介绍人们如何在面对健康、环境和教育的决策时能做得更好, 并就机构如何指导人们, 使人们更富有和更有安全感提出一些建议。

课时 23 (2 学时): 学生进行期末项目展示。

课时 24 (2 学时): 学生进行期末项目展示。

### Lecture (48 credit hours)

Lec 1 (2 credit hours) – Introduction to Judgment and Decision Making [K-Introduction, K1, A-Introduction]

Some examples of judgment and decision making will be introduced to illustrate the content and structure of this course and let student briefly know how to make decisions when face choices and how bias generate.

Lec 2 (2 credit hours) – System 1 and System 2 [K1-5, TS1]

It presents the basic elements of a two-systems approach to judgment and choice and elaborates the distinction between the automatic operations of System 1 and the controlled operations of System 2, and shows how associative memory, the core of System 1, continually constructs a coherent interpretation of what is going on in our world at any instant.

Lec 3 (2 credit hours) – System 1 and System 2 [K1-5, TS1]

This lecture attempts to give a sense of the complexity and richness of the automatic and often unconscious processes that underlie intuitive thinking, and of how these automatic processes explain the heuristics of judgment.

Lec 4 (2 credit hours) – Norms, judgments, confirmation bias [K6-9]

Students will know the definitions and related concepts of norms, judgments and confirmation bias.

Lec 5 (2 credit hours) – Norms, judgments, confirmation bias [K6-9]

Students will know the application of norms, judgments and confirmation bias.

Lec 6 (2 credit hours) – Heuristics and Biases: Law of Small Numbers and Anchoring [K10-11, A2, TS1]

Students will comprehensively know the Law of Small Numbers and the definition and application of anchoring.

Lec 7 (2 credit hours) – Heuristics and Biases: Availability [K12-13, TS1]

Students will master the concepts and applications of availability.

Lec 8 (2 credit hours) – Heuristics and Biases: Representativeness [K14-15, TS1]

Students will gain the knowledge of concepts and applications of representativeness.

Lec 9 (2 credit hours) – Heuristics and Biases: Base-rate neglect, regression to the mean, intuitive predictions [K16-18]

Students will know the concepts of Base-rate neglect, regression to the mean and intuitive predictions, and how to apply these methodologies.

Lec 10 (2 credit hours) – Overconfidence [K19-24, TS1]

Students will know the definition and concepts of overconfidence.

Lec 11 (2 credit hours) – Overconfidence [K19-24, TS1]

Students will know the phenomena and consequences of overconfidence in decision making.

Lec 12 (2 credit hours) – Choices: Expected Utility Theory and Prospect Theory [K25-26]

Students will know the concepts of expected utility theory and prospect theory.

Lec 13 (2 credit hours) – The Endowment Effect [K27, A7]

Students will know the concepts and definition of endowment effect and understand how endowment effect work in decision making.

Lec 14 (2 credit hours) – More on Prospect Theory: Loss aversion, the fourfold pattern, and rare events [K28-31, A1&3]

This lecture continues to explain prospect theory and student will know what factors affect the utility from prospect theory perspective.

Lec 15 (2 credit hours) – Mental accounting, reversals, and framing [K32-34, TS2]

Students will know the concepts of mental accounting, reversals and framing and how to apply related methods.

Lec 16 (2 credit hours) – Experiencing vs remembering [K35-38]

This lecture will introduce the definitions and concepts of experiencing and remembering.

Lec 17 (2 credit hours) – Experiencing vs remembering [K35-38]

This lecture will clarify a distinction between two selves, the experiencing self and the remembering self, which do not have the same interests and the differences of well-being generated from these two selves.

Lec 18 (2 credit hours) – Social norms [A4, TS3]

Students will know what social norms are and how to interpret these phenomena.

Lec 19 (2 credit hours) – Libertarian paternalism [TS-Introduction, TS4-5]

Students will comprehensively know the concepts and mechanisms of libertarian paternalism.

Lec 20 (2 credit hours) – Policy implications: Saving and investment: [TS6-7]

This lecture will explore how people can do a better job at the difficult tasks of saving and investing and offer some suggestions about how private and public institutions might nudge people in directions that will make them a bit wealthier and more secure.

Lec 21 (2 credit hours) – Policy implications: Borrowing and social security [TS8-9]

This lecture will explore how people can do a better job at the difficult tasks of borrowing and social security, and offer some suggestions about how private and public institutions might nudge people in directions that will make them a bit wealthier and more secure.

Lec 22 (2 credit hours) – Policy implications: Health, environment, education [TS10-13]

This lecture will clarify how people can do a better job when facing tasks of health, environment and education, and offer some suggestions about how institutions might direct people so that people can be wealthier and more secure.



Lec 23 (2 credit hours) – Final Project Presentation  
In this lecture, students are required to present their projects.

Lec 24 (2 credit hours) – Final Project Presentation  
In this lecture, students are required to present their projects.

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

*Thinking, Fast and Slow* by Daniel Kahneman, 2011.

*Predictably Irrational* by Dan Ariely, 2008.

*Nudge* by Richard H. Thaler and Cass R. Sunstein, 2008.

课程评估 **ASSESSMENT**

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10		
课堂表现 Class Performance		10		
小测验 Quiz		40		
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		40		
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**  
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 **REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过  
**This Course has been approved by the following person or committee of authority**