

Veranstalter.....	Annette Deutschendorf
Thema.....	The Psychology of Business Transaction
Art der Veranstaltung.....	Wirtschaftsenglisch D [ENG-18]
Veranstaltungsnummer.....	53-645
Zeit.....	2st., Fr 10–12
Raum.....	Phil 701
Beginn.....	22.10.10

Course description:

How does Apple use insights from consumer psychology in its marketing strategy?

Why do most guests in a restaurant choose either the second most expensive wine from the wine list or the second cheapest?

Performance-related bonuses are seen as one of the reasons for the recent financial crises because they encouraged risky investments by fund managers. What are the alternatives for compensation schemes and what motivates employees beyond salaries?

These are some of the questions we are going to explore in the seminar. We will discuss recent insights from behavioural economics as well as the traditional model of consumer decision making. Each participant is required to give a presentation which will be graded (more information on topics, our course website etc. will be provided in the first session) and pass the end-of-term exam.

Course requirements:

- Business English courses A, B and C (Bachelor) or equivalent
- Presentation
- Regular attendance and active participation
- End-of-term exam

(The course is credited with five credit points.)