

BEHAVIORAL ECONOMICS, BS

This new collaborative field, behavioral economics, has provided an understanding of how people's decisions deviate from "optimal" choices and the consequences of such deviations for consumers, managers, firms, and policy. This joint concentration between the Operations, Information, and Decisions Department and the Business Economics and Public Policy Department explores the behavioral aspects of economics and decision making.

This concentration provides students with the opportunity to develop an understanding of (a) the rational actor model, (b) modifications to that model that reflect the psychology of human behavior, and (c) implications of those modifications for decision-makers, markets, and public policy.

For more information: <https://bepp.wharton.upenn.edu/programs/undergraduate/program-information1/behavioral-economics/>

Behavioral Economics Concentration

Code	Title	Course Units
BEPP 2200	Behavioral Economics, Markets, and Public Policy	1
OIDD 2900	Decision Processes	1
Complete two course units of BHEC electives		2
BEPP 2010	Public Finance and Policy	
BEPP 3050	Risk Management	
ECON 4140	Decision Making Under Uncertainty	
FNCE 2390	Behavioral Finance	
MKTG 2110	Consumer Behavior	
MKTG 2660	Marketing for Social Impact	
BEPP 2610	Risk Analysis and Environmental Management	
OIDD 2910	Negotiations	
OIDD 2920	Advanced Negotiation	
OIDD 3190	Advanced Decision Systems: Evolutionary Computation	
OIDD 4900	The Science of Behavior Change	
PSYC 2737	Judgment and Decisions	
Other Wharton Requirements		33
Total Course Units		37

Other Wharton Requirements

Code	Title	Course Units
First-Year Foundations		
BEPP 1000	Introductory Economics for Business Students ¹	1
MATH 1400	Calculus, Part I	1
	or MATH 1100 Calculus for Wharton Students	
Writing		
	Critical Writing Seminar	1
Business		
	<i>Business Breadth (non-concentration courses)</i>	3
	<i>Leadership Journey</i>	

WH 1010	Business and You	0.5
WH 2010	Business Communication for Impact	0.5
MGMT 3010	Teamwork and Interpersonal Influence	0.5
Capstone Course/Project		0.5

Fundamentals

ACCT 1010	Accounting and Financial Reporting	1
ACCT 1020	Strategic Cost Analysis	1
BEPP 2500	Managerial Economics	1
FNCE 1000	Corporate Finance	1
FNCE 1010	Monetary Economics and the Global Economy	1

LGST 1000	Ethics and Social Responsibility	1
or LGST 1010	Law and Social Values	

MKTG 1010	Introduction to Marketing	1
OIDD 1010	An Introduction to Operations, Information and Decisions	1

STAT 1010	Introductory Business Statistics	1
STAT 1020	Introductory Business Statistics	1

Global Economy, Business & Society

One course unit required	1
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Technology, Innovation & Analytics

One course unit required	1
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Liberal Arts & Sciences

<i>Foreign Language</i>	1
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Second semester-level course or equivalent required	1
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Humanities

At least one course unit required	1
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Natural Science, Math & Engineering

At least one course unit required	1
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Social Science

At least one course unit required	1
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Cross-Cultural Perspectives

Three course units required ²	3
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Unrestricted Electives

Five course units required	5
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Total Course Units	33
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¹ For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of BEPP 1000 Introductory Economics for Business Students of these courses can be slotted for BEPP 1000 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

² Two can double-count as Humanities; Natural Science, Math & Engineering; Social Science; or Flex Gen Ed.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.