

COURSE OUTLINE

(1) GENERAL

SCHOOL	Economics and Management Science		
ACADEMIC UNIT	Department of Economics		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	OIK826	SEMESTER	6 th and 8 th
COURSE TITLE	Special Topics in Consumer Behavior		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	4	6 ECTS	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	-		

(2) LEARNING OUTCOMES

<p>Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>At the end of the term, students will learn how consumer make decisions, understand economic insights (mathematically and computationally) and build an economic understanding for more advanced economic courses.</p>

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

Decision Making

Working Independently

Criticism and Self-criticism

Production of free, creating and inductive thinking

(3) SYLLABUS

The course will cover the following topics: a) *Introductory course* (indifference curves, marginal rate of substitution, utility maximization problem and the budget constraint, demand curve and elasticities), b) *The theory of consumer* (preferences ordering, corner solutions, income and substitution effects, Slutsky equation, price changes, composite goods, separability and homotheticity), c) *Models of consumer behavior* (price indices, labor supply, time allocation, saver vs borrower), d) *Choice under uncertainty* (formalization of uncertainty, properties of the utility function, measures of risk aversion, risk aversion and indifference curves, measures of risk).

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Yes. Use of powerpoint and mathematical programming during lectures. Students can also communicate via emails.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	52
	Directed study	48
	Non-directed study	50
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple</i>	* Language of evaluation is Greek. The evaluation methods are both development questions and multiple-choice tests through and at the end of the semester.	

choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

* Problem solving

(5) ATTACHED BIBLIOGRAPHY

(In Greek)

1. Nechyba, T. J., Intermediate Microeconomics: An Intuitive Approach with calculus, EMEA Edition, 2018.
2. Besanko, D., Braeutigam, R. R., Μικροοικονομική, Εκδόσεις Gutenberg, 2009.
3. Varian, H. R., Μικροοικονομική, Εκδόσεις Κριτική, 2015.