

Course syllabus

1. Core data

Course code	Credits	Semester
VEZ0088NAMB	6	2024/25/2
Course title in Hungarian		
The psychological factors behind individual decision-making		
Course title in English		
The psychological factors behind individual decision-making		
Course title in other language		
Course leader	Institute	
Szabó Zsolt Péter	Institute of Strategy and Management	
Language of instruction	Type of final assessment	
English	Exam	
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)	
2	2	
Number of theoretical classes per semester (part-time programmes)	Number of practical classes per semester (part-time programmes)	
0	0	
Available for preferential study schedule		
Yes		

2. Main features

Course objectives
The aim of the course is to familiarize students with the individual psychological background processes involved in decision-making. In the theoretical classes, students will explore models of information processing, as well as the role of emotions and attitudes in decision-making and behavior. Additionally, the course addresses challenges related to the uncertainty and cost of information.
Brief description of the course
During the course, students will become familiar with the main approaches and basic concepts. Through case studies, demonstrations, and lab practices, they will gain insight into the impact of information processing, attitudes, and emotions on judgment and decision-making, grounded in their own experiences. The course also introduces the social contexts of individual processes, their interrelations, and the formal and contextual synchronization of perspectives. Furthermore, it explores the functioning and examination of attitudes, methods of influence in both individual and social contexts, and the emotional factors underlying decisions and choices.
Relationship with other courses of the programme
The course connects closely to the core modules of the Economic Behavior Analysis master's program, complementing courses like Behavioral Decision Sciences and Introduction to the Psychology of Behavior. It focuses on the psychological processes behind decision-making, including emotions, attitudes, and information processing, enhancing the understanding of individual-level influences on economic and organizational behavior. The course also supports the more quantitative and research-oriented modules, such as Research in Behavioral Economics and Statistics, by providing insights into the human and psychological aspects of decision-making. This balance between psychological and empirical perspectives ensures that students gain a well-rounded understanding of the factors shaping economic behavior, preparing them for practical applications in consumer and organizational decision-making.

3. Learning outcomes

Skill	Knowledge	Attitude	Autonomy and Responsibility
Identifies, evaluates the		- Is characterized by high	- Is characterized by

<p>individual, group and contextual determinants of individual and group level choice and decision making, interprets them in interaction and utilizes them while supporting individual, group level, organizational/ corporate and social decisions and planning and implementing risk communication.</p>		<p>level professional motivation, commitment, sense of responsibility, high professional standards (precise objective and reliable work carried out), consciousness and sense of ethics. - Possesses developed analytical abilities in various areas of consumer, organizational and institutional individual, group level decision making and behaviour, interprets them taking their complex context and the multiple determination of phenomena into consideration. - Is aware of complying with the legal and professional-ethical rules during their work, knows them and considers them as mandatory for them and their colleagues, takes responsibility for the protection of participant rights and well-being during the examinations/research. - Strives for highlighting the matter and developing and defending their own view. - Strives for completing the processes (assessment, analysis, evaluation, intervention) related to their work while recognizing the constraints. - Is open for professional development (development of decision-making practices), challenges, the new results of social and behaviour science, the new social problems and phenomena influencing behaviour - Is open, curious for and accepts the differences of individual, group level and cultural behavioural differences. - Claims the recognition and acceptance of their own preferences, distortion and thinking patterns. - Represents the validity of different situation perceptions and the recognition and acceptance of its behaviour influencing impacts. - Is initiating when identifying constraints, distortions. Accepts the adaptive</p>	<p>openness, striving for cooperation, accepting other aspects, tolerance. - Possesses realistic self-awareness and contact initiating ability in professional areas. - Is capable of clear self-expression appropriate for the situation when expressing, responding back to their points of view, feelings, and thoughts. - Strives for making empirically grounded decisions and proposals during their research, planning and analyzing activities, acts ethically, accepting the norms of the scientific community. - Applies tools with guidance, then individually during the examination of individual decision making. - Develops tools suitable for attitude assessment with guidance, takes on responsibility for the validation of scientific ethical rules. - Plans their learning path, takes responsibility for their own learning, is characterized by self-regulating learning during online learning. - Handles information related to others responsibly. - Develops and keeps the conditions for teamwork.</p>
<p>Identifies problem and examination purpose related to human behaviour in economic and organizational environment possessing behaviour science and qualitative and quantitative methodological knowledge (preference, attitude, behaviour on individual and group, organizational/corporate and social level) plans and carries out relevant data collection/ examination/ takes part in that including the necessary competences.</p>			
<p>Is able to provide professional support, participate in counselling, plan, prepare for decisions/ decisional alternatives, applies group level decision making, conflict handling and negotiation techniques in the areas of individual, group level, organizational/corporate and social decisions, behaviour changing interventions, taking the interests and well-being of participants, professional ethical rules into consideration.</p>			
<p>Considers the features of mental systems and the background influencing their functioning, conditions, features of collaboration in understanding individual decision making. Applies the knowledge related to systems while understanding, analysing decisions.</p>			
<p>Is able to determine the individual and contextual factors in the background</p>			

of attitudes influencing behaviour as per multiple criteria.		function and constraints of the operation of systems. - Involves the significance of emotional processes when weighing upon the consequences in a decisional situation. - Accepts the significance of neural processes influencing the response to decisions, behaviour, and the behaviour of others (empathy, intention/ goal attribution, group affiliation, morality), considers them as source of information.
Is able to establish the learned attitude measurement processes with support, then individually to examine practical problems, carry out and evaluate attitude measurement and formulate proposals related to intervention processes.		
Is able to elaborate attitude measurement processes, examine attitude components.		
Raises awareness of the impact of emotions and mood on the decision-making process		
Identifies the stage of situation assessment, the related emotions, and the possible process of regulation.		
Evaluates the impact of controlling emotions on decision making taking emotional reactions into consideration.		
Is able to interpret the results of nervous system related examinations regarding decision making with the support of the relevant experts.		

4. Mandatory readings

Required literature	URL
Crano.W. &Prislin, R., (2011). Frontier of Social Psychology Attitudes and Attitude Change. Taylor and Francis.	
Forgas, J. P., Cooper, J., & Crano, W. D. (Eds.). (2011). The psychology of attitudes and attitude change (Vol. 12). Psychology Press.	
Smith, E. R., Mackie, D. M., & Claypool, H. M. (2015). Social Psychology fourth edition. Routledge.	