Applied behavioral strategy for organizational performance and social impact

Prof. Mario Macis

Course description:

In partnership with Baltimore or Washington, DC based organizations (for profit, nonprofit, or public agencies), students learn and apply concepts and tools from behavioral economics and related disciplines, including psychology and human resources management, to improve organizational processes and outcomes or otherwise improve societal welfare. The course will equip students with theoretical and practical understanding of consumer and employee behavior. Students will learn about the power of incentives as well as "choice architecture," which is altering the context in which individuals make decisions. Students will work in teams on a field project. Applications may cover a broad range, such as motivating salespersons, encouraging employees to exercise, converting one-time customers into repeated customers, or encouraging members of the community to recycle or lower their water consumption. The course is particularly relevant to students interested in consulting, public service, or managing their own organization.