



Behavioral Economics, Policy, and Organizations

**Dept. of Social and Decision Sciences
Carnegie Mellon University**

Behavioral Economics, Policy, and Organizations (BEPO)

- **What is behavioral economics?**
- **How is behavioral economics being used for policy and in organizations?**
- **Overview of BEPO**
- **Job Opportunities and Graduate Programs**
- **Faculty and Research**
- **Advisors**

What is Behavioral Economics?

Behavioral economics integrates economics and psychology to provide insights into human behavior in economic contexts



Interdisciplinary field pioneered by CMU's Herb Simon and George Loewenstein

How is Behavioral Economics for Policy?

President Obama Executive Order (September 2015), urged government agencies to use behavioral economics and to recruit behavioral economists



SDS faculty work with agencies such as the IRS, Justice, and the White House to improve public policy and increase effectiveness of government



How is Behavioral Economics used in Organizations?

Companies and consulting firms are hiring behavioral economists and behavioral scientists to:

- **Position their brands**
- **Reduce bias in hiring and evaluation**
- **Motivate employees**
- **Improve design of employee benefit programs**
- **Increase organizational effectiveness**

SDS faculty work with numerous companies in health care, consulting, finance and banking, and retail to increase their internal operations and effectiveness



BEPO Overview

BEPO is a uniquely Carnegie Mellon endeavor—the first undergraduate major of its kind

BEPO is housed in the Department of Social and Decision Sciences

Curriculum includes

- **Coursework: economics (3), psychology (3), behavioral economics (4), mathematics (1), quantitative methods (4)**
- **Applied projects with data collection, analysis, and testing interventions**
- **Ability to participate in faculty research labs**



Job Opportunities and Graduate Programs

BEPO students will be well suited to enter careers in:

- **Government**
- **Consulting**
- **Marketing**
- **Human Resources**
- **Non-profit organizations**

BEPO students will be well prepared to enter graduate school in:

- **Law**
- **Business**
- **Public Policy**
- **Medicine**
- **Behavioral Decision Research or Psychology**



Faculty and Research



Silvia Saccardo



Alex Imas



Upcoming Events to Learn More about Behavioral Economics

University Lecture Series

Thursday, December 1st, 4:30, Porter 100

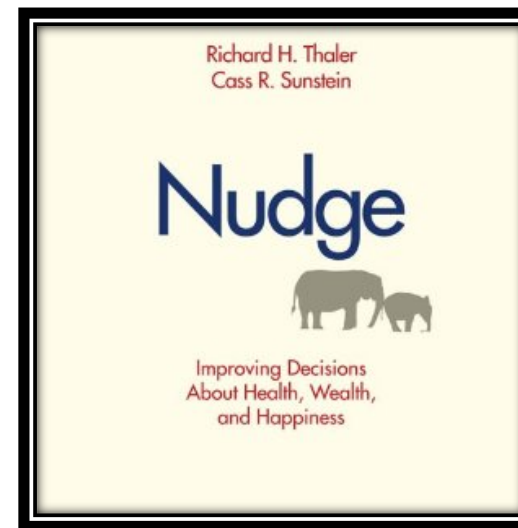
Richard Thaler, Behavioral Economist

Author of “Nudge”

BEPO Events and Celebration

Friday afternoon, December 2nd

Details Forthcoming Soon!



BEPO Advisors

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