

EXECUTIVE PROGRAM IN BEHAVIORAL ECONOMICS

PROGRAM OVERVIEW

The Executive Program in Behavioral Economics at Carnegie Mellon University is designed to help senior executives leverage insights from the field of behavioral economics to strengthen their brand, engage consumers, improve employee well-being, and institutionalize an evidence-based approach to organizational decision-making and change management.

Emphasis on Practical Use-Cases

Taught by the world's leading faculty in behavioral economics, the program will teach you foundational principles and then quickly transition to real-world applications. For example, you'll learn about research showing:

- The surprising influence of digital design on engagement
- The connections between non-monetary rewards, employee productivity, and customer loyalty
- How employers can reduce biases in employee financial decisions and improve workplace equality
- How inexpensive, behaviorally informed changes to the design of benefit programs can sharply increase employee participation
- How to design interventions to facilitate organizational change

Throughout the week, you will team up with faculty to strategize how behavioral science can help to address a specific challenge faced by your organization, and you'll workshop your findings with the group on the program's final day.

Evidence-Based Solutions

The program will also teach you the basics of data science and the critical importance of evidence-based decision-making. For example, you'll learn how to deploy advanced analytics to better understand complex consumer behavior and how to institutionalize simple A/B tests to optimize organizational outcomes. By the end of the program, you'll have an understanding of how to apply these insights to grow the bottom-line, more efficiently engage customers, promote employee well-being, and more.

BEHAVIORAL ECONOMICS AT CARNEGIE MELLON UNIVERSITY

The Department of Social and Decision Sciences (SDS) at CMU's Dietrich College of Humanities and Social Sciences has long been at the forefront of research and teaching in behavioral economics, a discipline that integrates perspectives from economics and psychology. Faculty at SDS regularly collaborate with corporate, organizational, and government partners to apply insights and methods from behavioral economics to address real-world problems. In recent years, these partnerships have spanned a diverse range of industries such as finance, retail, insurance, marketing, health care, pharmaceuticals, transportation, and management consulting.

Program Fees: \$6,500 USD

Your program fee includes 3 ½ days of classroom instruction, program materials, and some meals.

Who Should Attend?

The Executive Program is appropriate for executives and senior management responsible for their organization's Corporate Strategy, Marketing, Sales, Human Resources, or Data Analytics

How to Apply?

For more information about admission, please contact:

BEN SCHENCK

Program manager

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LINDA BABCOCK

Faculty director

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“Behavioral Economists at SDS have a keen sense for how to turn research insights into creative and practical solutions.”

Head of Behavioral Finance, Large Financial Services Firm

PROGRAM FACULTY LEADS



Linda Babcock

Department Head,
James M. Walton Professor of Economics

Dr. Babcock’s pioneering work has helped to shape our understanding of negotiations and the barriers to gender equity in organizations. This research has been published in leading journals across the fields of economics, industrial relations, law, management, and psychology. Her findings on gender differences in the propensity to initiate negotiations, and the reactions they elicit from others, is summarized in her book with Sara Laschever, *Women Don’t Ask: Negotiation and the Gender Divide* — named by *Forbes* as one of the 75 smartest business books of all time. Babcock has consulted for several firms including Accenture, Deloitte, Ernst & Young, IBM, PwC, and USX.



George Loewenstein

Herbert A. Simon University Professor of
Economics and Psychology

Dr. Loewenstein is regarded as one of the founders of the field of behavioral economics. His ground-breaking research in emotion, decision-making over time, bargaining and negotiations, conflict of interest and privacy, belief-based utility, and neuroeconomics has led to over 200 published articles in leading journals across the fields of economics, law, medicine, and psychology. Loewenstein has advised numerous governmental organizations and firms including Aramark, CVS Caremark, PNC Financial Services, Swiss Re, Humana, McKinsey & Co., and The NPD Group.

PROGRAM SCHEDULE

Day 1: Foundations of Behavioral Economics

Principles of Behavioral Science
Introduction to Behavioral Economics

Day 2: Employee Well-Being and Productivity

Employee Motivation and Ethicality
Behavioral Science of Diversity and Inclusion
Health & Wellness Programs

Day 3: Consumer Engagement

Behavioral Marketing and Consumer Loyalty
Digital Engagement and A/B Testing

Day 4: Applied Solutions Workshop

Behavioral Insights at Work
Implementing Evidence-Based Solutions

OTHER CARNEGIE MELLON FACULTY

Saurabh Bhargava | Financial Decision-Making,
Digital Engagement, Benefit Program Design

Gretchen Chapman | Behavioral Health,
Health Psychology, Prosocial Behavior

Jeff Galak | Consumer Behavior, Behavioral
Marketing, Customer Loyalty

Alex Imas | Behavioral Finance, Employee Motivation

Danny Oppenheimer | Information Processing,
Causal Reasoning, Charitable Giving

Silvia Saccardo | Behavior Change, Ethicality,
Discrimination

PREVIOUS ATTENDEES

— This was a fantastic program and I am very grateful for the opportunity to attend it. The office hours were something I hadn't seen before, but it was a fantastic opportunity to have a one-on-one session with faculty members to pick their brains on our individual projects and challenges.

— Learned a lot that I will apply professionally and personally. Very diverse content and very engaging teachers.

— Very engaging content and super relevant to my role/business. Professors were engaging and approachable and generous with their time - it was great to get their feedback and the opportunity to have 1:1 time with them.

— Overall a strong program in an area that has applicability in many domains and industries. Excellent teaching and the techniques can be readily used in my organization.



JUSTWORKS.

