



6 credits

60.0 h

Q1

Teacher(s)	Corneille Olivier ;
Language :	French
Place of the course	Louvain-la-Neuve
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods	20%: "t" presentation 40%: "T" presentation 40%: Written exam (4 open-ended questions); Success is mandatory for the individual exam (e.g., if 7/20 for the written exam, 7/20 as a final mark); Compulsory attendance at the course (-1 on the final grade for any unjustified absence)
Teaching methods	Lectures, preparation and presentation of articles in pairs ("t"), preparation and presentation of group work ("T")
Content	The ideological and moral legitimacy of behavioural change. Behavioural change in its economic and ideological context. The bounded rationality of human behaviours: application to eating behaviour. Critical analysis of the expected utility approach. Nudges vs. economic incentives. The theory of planned behaviour.
Inline resources	https://moodleucl.uclouvain.be/user/view.php?id=469796&course=10241
Bibliography	• Multiples. Pdfs et aticles sur Moodle, Vidéos TED, Ouvrages de référence Lee, Nancy R., & Kotler, Philip (2011). Social marketing: Influencing behaviors for good (4th edition). Thousand Oaks, CA, US: Sage Publications Nombreux articles déposés sur Moodle
Other infos	The course is mandatory for students in the Social Option and is open to students in the Master degree in Human Resources Management. No prerequisite is required for the course. However, those who have not taken LSPS1313: Attitude Change and Social Influence, will want to consult the following book: Olivier Corneille (2010). Nos préférences sous influence influence. Bruxelles: Mardaga
Faculty or entity in charge	EPSY

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Psychology	PSY2M	6		
Master [120] in Public Administration	ADPU2M	6		
Master [120] in Human Resources Management	GRH2M	6		