




6.00 credits

60.0 h

Q1

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| Teacher(s) | Corneille Olivier ; |
| Language : | French |
| Place of the course | Louvain-la-Neuve |
| Learning outcomes | |
| Evaluation methods | 15%: "t" presentation 35%: "T" presentation 50%: Written exam (open-ended questions) |
| Teaching methods | Lectures, preparation and presentation of articles in pairs ("t"), preparation and presentation of a team 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 | Moodle |
| Bibliography | Lee, Nancy R., & Kotler, Philip (2011). <i>Social marketing: Influencing behaviors for good</i> (4th edition). Thousand Oaks, CA, US: Sage Publications Wilson, T. D. (2011). <i>Redirect: Changing the stories we live by</i> . Hachette UK. 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). <i>Nos préférences sous influence</i> . Bruxelles: Mardaga |
| Faculty or entity in charge | EPSY |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Public Administration | ADPU2M | 6 | |  |
| Master [120] in Human Resources Management | GRH2M | 5 | |  |
| Master [120] in Psychology | PSY2M | 6 | |  |