



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

## Requisition Letter

Date: 04.01.2019

From

The HOD,  
Department of Mechanical Engineering,  
Bharath Institute of Higher Education and Research,  
Selaiyur, Chennai.

To

The Dean Engineering,  
Bharath Institute of Higher Education and Research,  
Selaiyur, Chennai.

Respected Sir,

Sub: Requisition for conducting Value added course – reg.

Department of Mechanical Engineering, has planned to conduct Value added course entitled “ “Behavioural Economics” from 07/01/2019 to 12.01.2019. In this regard we kindly request you to grant permission for the same.

HOD/MECH

Thanking You

Dean Engineering  
DEAN (Engineering)  
Bharath Institute of Science & Technology  
BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH  
(Declared as Deemed to be University U/S 3 of UGC Act. 1956)  
Selaiyur, Chennai-600 073.





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Date: 04.01.2019

## Department of Mechanical Engineering

### Circular

The of Department of Mechanical Engineering, BIHER is glad to conduct five days value added program entitled “ *Behavioral Economics*” from 07.01.2019 to 12.01.2019 for 30 hours. Those who are interested to participate do register your name to the program coordinator.

The registered students must attend all the classes without fail. Students who have completed the course successfully with good score will get the course completion certificate from the institute/Department.

**Resource person: Mr.S.Thirumavalavan and Mr.Arun V Rejus Kumar**

Maximum no. of registration Allowed – 60.

Program coordinator

  
Mr.R.Hariharan

  
Mr.R J Golden Renjith Nimal





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## Department of Mechanical Engineering

### Behavioral Economics

#### OBJECTIVE:

- To explain economic decision-making process and role of psychology in it and to elaborate the deviation in reality and standard economic theoretical predictions in the framework of behavioral economics.

#### MODULE 1 Advanced Manufacturing Processes

(10Hrs) [DAY: 1]

Introduction to Behavioral Economics Origins of Behavioral Economics, Decision-making under Neo-classical economic framework- rationality, optimization Role of Intuition, Emotions, Beliefs in decision making Bounded Rationality Judgment under Risk & Uncertainty : Heuristics & Biases Heuristics : Representativeness, Substitution, Availability, Affect, Anchoring, framing Biases: Cognitive and emotional biases.

#### [DAY: 2]

Choice Under Risk & Uncertainty Expected Utility Prospect Theory – Reference Points – Risk Concept and Understanding – Loss Aversion – Shape of Utility Function – Decision Weighting – Probabilistic Judgment. Mental Accounting Framing Mental Accounts Fungibility & Labels Hedonic Editing.

#### [DAY: 3]

Intertemporal Choice, Temporal Choice, Construal Level Theory, Valuation of Delayed Consumption Preferences for Sequences of Outcomes, Hyperbolic Discounting, Preference Reversal

#### MODULE II

(5 Hrs)

#### [DAY: 4]

Behavioral Game Theory Social preferences: Fairness, trust, cooperation, reciprocity, Norms Limited Strategic Thinking Choice architecture: Nudge, Nudge vs. boost, Behavioral public policy.

#### MODULE III

**[DAY: 5]**

**(10 Hrs)**

Mental Accounting Framing Mental Accounts Fungibility & Labels Hedonic Editing.

**MODULE IV**

**[DAY: 6]**

**(5 Hrs)**

Choice Under Risk & Uncertainty Expected Utility Prospect Theory – Reference Points – Risk Concept and Understanding – Loss Aversion – Shape of Utility Function – Decision Weighting – Probabilistic Judgment.





Department of Mechanical Engineering  
One Week Value added Program on "Skill Development on Behavioral Economics" 7<sup>th</sup> to 12<sup>th</sup> Jan 2019

Date	Morning Session (9 AM - 12 PM)	Afternoon Session (1:30 PM - 3:30 PM)
07 - 01 - 2019 (Monday)	<b>Program Inauguration Mr.Arun V Rejus Kumar</b> Introduction to Behavioral Economics Origins of Behavioral Economics, Decision-making under Neo-classical economic framework- rationality, optimization Role of Intuition	<b>Mr.S.Thirumavalavan</b> Heuristics & Biases Heuristics Representativeness, Substitution, Availability, Affect, Anchoring, framing Biases: Cognitive and emotional biases.
08 - 01 - 2019 (Tuesday)	<b>Mr.S.Thirumavalavan</b> Risk Concept and Understanding - Loss Aversion - Shape of Utility Function	<b>Mr.Arun V Rejus Kumar</b> Intertemporal Choice, Temporal Choice, Construal Level Theory
09 - 01 - 2019 (Wednesday)	<b>Mr.Arun V Rejus Kumar</b> Valuation of Delayed Consumption Preferences for Sequences of Outcomes	<b>Mr.S.Thirumavalavan</b> Mental Accounting Framing Mental Accounts Fungibility & Labels Hedonic Editing
10 - 01 - 2019 (Thursday)	<b>Mr.S.Thirumavalavan</b> framing Biases: Cognitive and emotional biases.	<b>Mr.Arun V Rejus Kumar</b> optimization Role of Intuition, Emotions, Beliefs in decision making Bounded Rationality Judgment under Risk & Uncertainty
11 - 01 - 2019 (Friday)	<b>Mr.Arun V Rejus Kumar</b> Mental Accounting Framing Mental Accounts Fungibility & Labels Hedonic Editing.	<b>Mr.S.Thirumavalavan</b> Decision Weighting - Probabilistic Judgment.
12 - 01 - 2019 (Saturday)	<b>Mr.S.Thirumavalavan</b> Construal Level Theory, Valuation of Delayed Consumption Preferences for Sequences of Outcomes	<b>Mr.Arun V Rejus Kumar</b> Behavioral Game Theory Social preferences: Fairness, trust, cooperation, reciprocity, Norms Limited Strategic Thinking Choice architecture: Nudge, Nudge vs. boost, Behavioral public policy <i>Quiz/ Feedback / valedictory Session</i>



**Program Coordinator:**

Assistant Professor,

**Mr. R. Hariharan** **Mr. R J Golden** **Renjith Nimal**

**E-Mail:** [vpdurniraj57@gmail.com](mailto:vpdurniraj57@gmail.com)

[goldenrenjith.mech@bharathuniv.ac.in](mailto:goldenrenjith.mech@bharathuniv.ac.in)





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## FEEDBACK FORM

- ❖ As part of a continuing improvement process, our college appreciates suggestions and inputs regarding the institution. We request you to sincerely answer these questions under assurance of complete confidentiality. Your interest in making our institution better is greatly appreciated.

Name of Department : MECHAYRONICS ENGG. I NEE RINKI.

Date : 7 JAN / 2019

Event / Speaker Name : REGIONAL ECONOMICS

- Please rate the session on the scale indicated. Your comments are most appreciated.

S.NO	Parameters	Below Average	Average	Good	Excellent	Outstanding
1.	<b>The Topic</b>			✓		
	The choice of topic was relevant to me			✓		
2.	<b>The Lecturer / Speaker</b>				✓	
	Self-confidence			✓		
	Communication skills				✓	
	Doubts/ queries were answered satisfactorily			✓		
3.	<b>The Content (Topic)</b>				✓	
	Refers to latest developments in the field				✓	
	Career oriented			✓		
	Innovative learning, if any			✓		

- Overall, how would you rate this Guest Lecture / Workshop / Seminar / Event/Value added course?

1. Below Average	2. Average	3. Good	4. Excellent	5. Outstanding
		✓		

- Comments (If any):

This value added courses very informative in my career.





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## FEEDBACK FORM

- As part of a continuing improvement process, our college appreciates suggestions and inputs regarding the institution. We request you to sincerely answer these questions under assurance of complete confidentiality. Your interest in making our institution better is greatly appreciated.

Name of Department : Mechanics Engineering  
Date : 20/11/2019  
Event / Speaker Name : Behavioral Economics

- Please rate the session on the scale indicated. Your comments are most appreciated.

S.NO	Parameters	Below Average	Average	Good	Excellent	Outstanding
1.	The Topic					<input checked="" type="checkbox"/>
	The choice of topic was relevant to me				<input checked="" type="checkbox"/>	
2.	The Lecturer / Speaker					<input checked="" type="checkbox"/>
	Self-confidence				<input checked="" type="checkbox"/>	
	Communication skills				<input checked="" type="checkbox"/>	
	Doubts/ queries were answered satisfactorily				<input checked="" type="checkbox"/>	
3.	The Content (Topic)					<input checked="" type="checkbox"/>
	Refers to latest developments in the field				<input checked="" type="checkbox"/>	
	Career oriented				<input checked="" type="checkbox"/>	
	Innovative learning, if any				<input checked="" type="checkbox"/>	

- Overall, how would you rate this Guest Lecture / Workshop / Seminar / Event Value added course?

1. Below Average	2. Average	3. Good	4. Excellent	5. Outstanding
				<input checked="" type="checkbox"/>

- Comments (if any): This value added Courses are very informative in my Career.



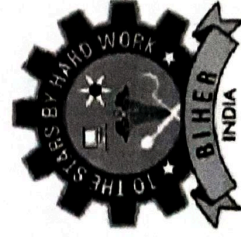
# **Bharath Institute of Higher Education and Reseaarch**

## **CERTIFICATE OF PARTICIPATION**

This is certify that

**VIKRAM SINGH**

has participated in the Value Added Course titled "Behavioral Economics"  
conducted by the School of Mechanical Engineering during the month of  
January 2019.



**VAC CO-ORDINATOR**

**HOD MECHANICAL**





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## Attendance sheet

S.No	Reg. No	Students Name	Department
1	U16ME066	VASANTH KUMAR R	Mechanical Engineering
2	U16ME078	KAMASANI SURESH	Mechanical Engineering
3	U16ME080	MAJID ALI	Mechanical Engineering
4	U16ME082	HARISH S	Mechanical Engineering
5	U16ME087	ANAND KUMAR .	Mechanical Engineering
6	U16ME093	MACHUNURU PRASAD KUMAR REDDY	Mechanical Engineering
7	U16ME094	GOPAL KUMAR .	Mechanical Engineering
8	U16MES20	PAVITHRAN OMEZHILAN	Mechanical Engineering
9	U16MES22	I S V SAI DATTHA SHARAN	Mechanical Engineering
10	U16MES72	RANJITH VIGNESHWAR A	Mechanical Engineering
11	U16ME602	SHAIK MAHAMMED HANEEF	Mechanical Engineering
12	U16ME603	SHAIK RIYAZ	Mechanical Engineering
13	U16ME026	VISHVAK R	Mechanical Engineering
14	U16ME042	MOURYA RAJ D	Mechanical Engineering
15	U16ME046	V. SIVASHANMUGAM V	Mechanical Engineering
16	U16ME050	VIKRAM SINGH	Mechanical Engineering
17	U16ME051	AFTAB ALAM	Mechanical Engineering
18	U16ME053	HARI HARAN S E	Mechanical Engineering
19	U16ME070	VEERAPANENI HARICHANDRA	Mechanical Engineering
20	U16ME072	KARRI PAVAN KUMAR .	Mechanical Engineering
21	U16ME501	BENDICT JOHN SMITH B	Mechanical Engineering
22	U16ME507	BHARGAV NELAKUDITI	Mechanical Engineering
23	U16ME512	POOVENDHAN S	Mechanical Engineering
24	U16ME517	SEYED AHAMED A R	Mechanical Engineering
25	U16ME519	RAJOSHIK ROY	Mechanical Engineering
26	U16ME521	CHENNAMREDDY SRINATH	Mechanical Engineering
27	U16ME719	NEHLANGKI SUIAM	Mechanical Engineering
28	U16ME019	SIDDARTH A	Mechanical Engineering
29	U16ME020	NISONAN N	Mechanical Engineering
30	U16ME021	RAJITH R C	Mechanical Engineering
31	U16ME022	SURIYA RAJ R	Mechanical Engineering
32	U16ME027	R.UDHAYA KUMAR R	Mechanical Engineering
33	U16ME044	DINESH C	Mechanical Engineering
34	U16ME045	MUSTAQ AHMED M	Mechanical Engineering



35	U16MED47	GOWTHAM S	Mechanical Engineering
36	U16MED48	HEMANTH RAJ R	Mechanical Engineering
37	U16MED52	SHRIKANTH R	Mechanical Engineering
38	U16MED71	SANTHOSH R	Mechanical Engineering
39	U16ME136	MOHAMMED THALIFEED R	Mechanical Engineering
40	U16ME137	DINESHKUMAR S	Mechanical Engineering
41	U16ME141	DEJOSI HAROLD RAYMOND F	Mechanical Engineering
42	U16MES26	DANTLA GOWTHAM REDDY	Mechanical Engineering
43	U16MES27	ANANDHRAJ J	Mechanical Engineering
44	U16MES71	YOGESH N	Mechanical Engineering
45	U16MER01	MOGHAL SAJEED BAIG	Mechanical Engineering
46	U16ME70R	SURESH S	Mechanical Engineering
47	U16MT007	SATHYASEELAN S	Mechatronics Engineering
48	U16MT008	RAKESH P	Mechatronics Engineering
49	U16MT009	ABDUL FAHEEM S	Mechatronics Engineering
50	U16MT010	SAKTHI R	Mechatronics Engineering
51	U16MT011	MELVINE ROHAN R	Mechatronics Engineering
52	U16AM007	SUNDARESWARAN B	Automobile Engineering
53	U16AM008	PALAPANDALA PRUDHVI	Automobile Engineering
54	U16AM009	THAMIM ANSARI K	Automobile Engineering
55	U16AM010	JAI KUMAR VERMA	Automobile Engineering

### Feedback Form