



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



LEVERAGING BEHAVIORAL ECONOMICS FOR MANAGERIAL DECISION MAKING



Programme Director:
Prof. Somdeep Chatterjee



Programme Dates:
December 18 - 22, 2023



Programme Venue:
MDC, IIM Calcutta

INTRODUCTION

The most effective decision makers are the ones who have the ability to understand the behavioral biases that affect everyday lives of individuals including themselves, particularly the ones that lead to inefficient choices and ineffective judgment. In many ways, the best managers are the ones who are the most effective decision makers. Consequently, it is critical for managers to appreciate the ways in which behavioral biases affect the minds of individuals and the ways to mitigate these biases in most cases, while in other cases, also leveraging these biases for designing appropriate incentives and nudges. This program will extensively expose participants to these run-of-the-mill issues in behavioral economics. The program will also provide individuals with appropriate analytical toolkits to detect behavioral anomalies among groups they manage and the checks and balances needed to avoid these biases. The program covers aspects of choice architecture where



PROGRAMME DETAILS

- **Duration:** December 18 - 22, 2023
- **Programme Commencement:** 9:00 AM on December 18, 2023
- **Programme Conclusion:** 2:00 PM on December 22, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** December 17, 2023 (6:00 pm onward)
 - **Check out:** December 22, 2023 (2:00 pm)

PROGRAMME FEES

- **Residential (R):** ₹ 110,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 100,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

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HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo. /relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

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