

EXECUTIVE EDUCATION

BEHAVIOURAL ECONOMICS

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”

ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

BUSINESS SPIRIT

You will discover the entrepreneur in you. EIFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

WHY STUDY AT EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



STUDY STRUCTURE

The goal of this course is to understand and analyze the ways in which people process information and make decisions, which has been the subject of investigation by many researchers and practitioners in both the commercial and non-commercial spheres. The course is concerned with understanding these processes in the context of the findings of behavioral scientists in recent decades - human decision making in many cases and situations deviates from the so-called optimal or strictly rational choice.



BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 7 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 700
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

Why don't people always act as rational economic agents? How can we use mathematics and psychology to improve our economic models? Contrary to the assumptions of traditional economics, people do not automatically choose the optimal course of action, even when they are appropriately motivated. This course will provide you with the skills to optimize strategies and policies by summarizing the underlying framework and context that influence people's decisions.

You will cover the economics and psychology of decision making and gain a deep understanding of economics as well as the skills to adapt strategies and policies to address deviations from rational behavior. You will also learn how to conduct experiments in economics, for example in testing, and how best to implement a policy to make it most beneficial to you and your organisation.



PSYCHOLOGY



BEHAVIOURAL FINANCE



CONSUMER BEHAVIOUR



CUSTOMER ANALYTICS

WHO IS THE STUDY SUITABLE FOR?

REAL PROBLEMS

Seznámíte se s mnoha podrobnými příklady z reálného světa a praktickými cvičeními, které vám pomohou vidět svět jinak a nakonec vyvinout promyšlenější strategie pro dosažení trvalého obchodního úspěchu.

PSYCHOLOGY

You have a penchant for critically comparing economic models with reality and are interested in why people make certain decisions that may not make sense at first glance and what path they take.

WANT TO BE EFFICIENT

Behavioral economics provides you with both a solid education in mainstream economics and the tools and models to use psychological insights to improve predictions and design effective products, strategies, and policies.



GRADUATION CERTIFICATE

Upon successful completion of the course, you will receive a certificate of completion from the European Institute of Finance & Management, which will be valuable evidence that you have acquired improved skills, knowledge and abilities in the field of behavioural economics and the influence of psychology and emotions on people's economic behaviour.

Throughout the course you will be continually assessed in relation to the completion of several practical assignments. These assignments are always completed online and successful completion of these assignments is a prerequisite for completing the entire course. You must therefore complete all the assignments given to you as part of your studies in order to be issued with a certificate of successful completion. These assignments vary from course to course and are based on the difficulty of the course and the requirements of the course sponsors or lecturers.

The certificate will be issued in your legal name and will be sent to you on successful completion of the programme as per the requirements set out at the address you have provided on your course application form. The certificate has unlimited validity and can be used throughout your career.



MODULES

BASICS OF BEHAVIOURAL ECONOMICS

The aim is to introduce the participants to the key principles and concepts of behavioural economics and thus deepen their knowledge of the subject based on a neoclassical foundation. Emphasis is placed on the application of behavioural economics knowledge to a range of phenomena arising in decision-making and other processes. Behavioral economics enriches neoclassical economic theory with social, cognitive, and emotional factors. Its concepts seek to explain systematic deviations from standard models of behaviour based on economic rationality.

APPLIED MICROECONOMETRICS

You will learn about econometric methods that are important for applied economics. Specifically, we will first review the basics of the standard regression model and then discuss methods that may be useful when the dependent variable of interest is endogenous. The last section will introduce models that are useful when the dependent variable is binary. Throughout the course, candidates follow a practical approach to understanding empirical econometric methods, giving them the opportunity to gain experience in applying these methods in their own specialty.

BEHAVIOURAL FINANCE

We make thousands of decisions every day. Should I cross the road now or wait for an oncoming truck to pass? Should I have fries for lunch or a salad? How much should I tip the taxi driver? We usually make these decisions almost without thinking, using what psychologists call "heuristics" - rules that allow us to navigate through life. Without these mental shortcuts, we would be paralyzed by the multitude of daily decisions. In some circumstances, however, these shortcuts lead to predictable mistakes - predictable, that is, if we know what to look out for. Behavioral finance addresses these and dozens of other financial decision-making mistakes that we can avoid if we know the biases that cause them.

BEHAVIOURAL MARKETING

Cílem je prohloubit znalosti o aspektech ovlivňujících chování spotřebitelů a o teoriích a metodách pokročilé analýzy spotřebitelských trhů. Zaměříme se na pokročilou analýzu trhu a rozvoj rozhodovacích schopností, budeme zkoumat chování spotřebitele z marketingového hlediska a seznámíte se s modely chování spotřebitelů při rozhodování. Program blíže zkoumá, jak spotřebitelé zpracovávají informace, rozvíjejí preference a rozhodují.

CRITICAL THINKING AND COMMUNICATION ETHICS

The purpose of the course is to apply critical thinking methods to one's own goals and to understand the importance of critical thinking. The aim of the course is to provide candidates with the necessary insight into the deeper and societal implications that the development of marketing communications and PR brings. The course introduces candidates to ethical dilemmas in economics and marketing, develops critical thinking skills and focuses on preparing them to make responsible decisions.

EXPERIMENTAL ECONOMICS

Experimentation is an increasingly important tool in economics. They are used, for example, to understand why financial investors under-spend on stocks, why consumers are reluctant to switch brands, and to analyse labour market decision-making. Therefore, we will entertain the following questions - Why are experiments such a powerful tool for uncovering the causal effect of treatments? What exactly are economic experiments? Why should incentives work in economic experiments? Do they always work? How can experiments be used to measure utility? What statistical analyses are needed for experimental data? What is the optimal sample size for finding the causal effect of interest? Are the results found in the lab predictive of real-world behavior?

Amsterdam
Bratislava
Madrid
Munich
Paris
Prague
Rome
Zagreb



Get in touch
with our study
department!



CONTACT: +49 152 3643596 1

EUROPEAN INSTITUTE OF
FINANCE & MANAGEMENT
Maximilianstraße 2
80539 Mníchov
Germany