



# *The Hebrew University of Jerusalem*

## *Syllabus*

### **CONSUMER THEORY - 71732**

*Last update 05-07-2018*

*HU Credits:* 4

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* Environmental Economics & Management

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Rehovot

*Course/Module Coordinator:* Dr. Ohad Raveh

*Coordinator Email:* [ohad.raveh@mail.huji.ac.il](mailto:ohad.raveh@mail.huji.ac.il)

*Coordinator Office Hours:*

*Teaching Staff:*

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Dr.

Course/Module description:

*The course deals with the decisions of consumers*

Course/Module aims:

*Teach the students micro-economic models of consumer decision making*

Learning outcomes - On successful completion of this module, students should be able to:

*Knowledge of micro-economic models of consumer decision making*

Attendance requirements(%):

0

*Teaching arrangement and method of instruction: Lectures and exercises*

Course/Module Content:

*Utility maximizing model and the resultant demand, Slutsky equation, quantity and price indices and agreements allowance. Preference manifest, Rationality and consumption baskets rating, labor supply and demand for leisure, consumption model over time, consumer behavior under uncertainty.*

Required Reading:

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Additional Reading Material:

1. "תורת המחרים חלק א' תורת הצרכן" מאת יוסי מעלם ויהודה גבע בהוצאת אקדמון.
2. "Microeconomics and Behavior" by Robert Frank (2nd Edition, 1994)

Course/Module evaluation:

*End of year written/oral examination 100 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 0 %*

*Assignments 0 %*

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*Reports 0 %*  
*Research project 0 %*  
*Quizzes 0 %*  
*Other 0 %*

*Additional information:*

*Assignments are not mandatory. Submission of 80% of them gives bonus points to the final grade.*