

## *The Hebrew University of Jerusalem*

### *Syllabus*

## **CONSUMER THEORY - 71732**

*Last update 27-08-2024*

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. Ohad Raveh

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: Online 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)

Grading Scheme:

Written / Oral / Practical Exam 100 %

Additional information:

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*Assignments are not mandatory. The final exam accounts for 100% of the final grade.*