



MASTER OF SCIENCE IN BEHAVIORAL ECONOMICS



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Rafael López, PhD
Evidentia University
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Mercedes Dieguez
School of Business &
Behavior Director



Diego Valero, PhD
President at Novaster



Sara Isaac, PhD
BE for change. LSE



Juan Camilo Salcedo, PhD
Behavioral Science Director
at Potencial Project



Henry Nasser
Behavioral Leader
LATAM at Beway



Anisha Singh
Busara Centre BE VP.
LSE



Álvaro Gaviño
Global BE Director at
BBVA



Gonzalo Fernández
Behavioral Science
Leader at Beway

... enjoy all of them and other professors and guest speakers

Our course curriculum, an amazing journey.

Course Title	Credit Hours	Language
Technological Learning Tools.	3	English / Spanish
Origins and Fundamentals of Behavioral Economics.	3	English / Spanish
Biases and Heuristics Deep-Dive.	3	English / Spanish
Psychology and Sociology in Behavioral Economics.	3	English / Spanish
Behavioral Sales and Marketing	3	English / Spanish
User Experience & Behavioral Economics Project Management	3	English / Spanish
Behavioral Finance.	3	English / Spanish
Behavioral Management of Human Capital.	3	English / Spanish
Behavioral Economics Culture and Future	3	English / Spanish
Public and Service Policy.	3	English / Spanish
Research and Scientific Communication	3	English / Spanish
Capstone Project	3	English / Spanish

Grants available

(awarded according to household income and/or Community affiliations)

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