

## YEAR 12 AL-ECO-1 - ECONOMICS

Week 1 Term 2 (31st January to 04<sup>th</sup> February)

Zoom link for the class will be shared on the Google classroom.

### Topic : Alternative views of Consumer behaviour

L.O.:

- To understand the reasons why consumers may not behave rationally:
  - consideration of the influence of other people's behavior
  - the importance of habitual behavior
  - consumer weakness at computation

Learning Outcomes:- Students will be able to

- To explain the reasons why consumers may not behave rationally:
  - consideration of the influence of other people's behavior
  - the importance of habitual behavior
  - consumer weakness at computation

<b>Sunday – 31/01/21</b> <b>8<sup>th</sup> Period – Zoom</b>	<i>Teacher Input/ Activity:</i> <ul style="list-style-type: none"><li>• PPT on <b>Alternative views of Consumer behavior</b></li><li>• Recall the assumption of consumer being rational from Chapter- 7</li><li>• Students will try to recall the concept of Utility, Marginal utility, Law of diminishing marginal utility.</li><li>• Brief introduction of behavioural economics</li></ul> <i>Resources:</i> Device, Notebook, Textbook, Stationary
<b>Monday – 01/02/21</b> <b>1<sup>st</sup> Period – Zoom</b>	<ul style="list-style-type: none"><li>• PPT on <b>Alternative views of Consumer behavior</b></li><li>• Discussing the reasons why consumers may not behave rationally by<ul style="list-style-type: none"><li>➤ Consideration of the influence of other people's behaviour</li><li>➤ The importance of habitual behaviour</li><li>➤ Consumer weakness at computation</li></ul></li></ul>
<b>2<sup>nd</sup> Period –GC</b>	<i>Teacher Input/ Activity:</i> Activity:- Complete Data response question on Page 80 <i>Resources:</i> Device, Notebook, Textbook, Stationary