HEC-504

Sustainable choice models

Profs divers *

Cursus	Sem.	Type
Managmt, dur et tech	MA3	Opt.

Language of teaching	English
Credits	6
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	180h
Weeks	14
Hours	**4 weekly**
Courses	4 weekly
Number of positions	

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

Remark

Courses given on UNIL Campus, only available to SMT students

Summary

With sustainability playing an increasingly important role in consumer behavior, businesses face the challenge of promoting more responsible choices. This course equips students with the tools to analyze decision-making and design strategies that nudge consumers toward sustainability.

Content

A central focus of the course is Discrete Choice Modeling (DCM), a powerful method for understanding how individuals choose between alternatives such as sustainable versus non-sustainable products, transport modes, or services. By analyzing these decisions, businesses can design more effective strategies to encourage sustainable behavior.
The course emphasizes hands-on experience, with students using statistical software like Biogeme to estimate models and extract insights from real-world data. In the second half of the semester, students engage in a project-based component, selecting a real-world case (e.g., cafeteria meat offerings or transportation options). They will collect data through surveys or experiments, apply discrete choice models, and develop recommendations that foster sustainable consumer decisions.

Learning Prerequisites

Important concepts to start the course

Prior experience in programming is helpful. If not, a willigness to learn and spend time in running some code to estimate discrete choice models.

Assessment methods

- Closed book written exam: 50%
- Team project: 50%, with peer review potentially leading to individual grade adjustments