



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

BEHAVIORAL ECONOMICS DECISION-MAKING + HUMAN BEHAVIOR INFOSHEET

**New student admissions for
Summer 2026 are open.**

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.



Academic Program Overview

This two-week course explores the psychology of spending and decision-making, giving students an in-depth look at how the brain influences economic choices. By combining neuroscience, psychology, and economics, students examine why people make the financial decisions they do.

Through hands-on behavioral experiments, interactive labs and simulations, they'll study key concepts such as risk, reward, social influence and mental heuristics. Students will build critical thinking skills, analyze human behavior and consider the ethical and social impacts of decision-making. The program concludes with a student-designed experiment and presentation, giving participants the chance to conduct original research and share their findings.



Excursions

The program includes two exciting excursions designed to deepen students' understanding of neuroeconomics. The first is a visit to a NYC lab, where students will engage with real-world experiments and see how behavioral economics is applied in a research setting. The second takes students to a financial lab or decision-making center in New York, offering a chance to observe how decision-making research influences real-world financial and business environments.

Program Highlights

- Participate in interactive activities that simulate real-world economic decisions, such as risk and reward scenarios, to explore the psychology behind choice-making
- Explore cognitive processes through hands-on activities like brain mapping simulations and demonstrations of fMRI and EEG technology
- Design and conduct original behavioral experiments
- Discuss the ethical, social and economic consequences of decision-making and how it shapes society

2026 Dates

Barnard College, Columbia University

- Session 1: July 5 - July 17



Instructors

Barnard/Columbia S1 – Michelle Lei

Michelle Lei is a Behavioral Scientist and researcher specializing in decision-making, behavioral economics, and applied behavioral design. Michelle has worked with healthcare and fintech organizations to design behaviorally informed products, develop decision frameworks, and build strategies that help people make better financial and health decisions.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course and weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$5,998

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner and weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$3,298

Supplements:

- **Application fee:** Starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.



Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday through Friday. During week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
12PM	Lunch	
1:30PM	Academic Excursions or Recreational Activity	
3:30PM	College Readiness Workshop or True You	
5PM- 6:30PM	Commuter Student Departure	
6PM	Dinner	
7PM	Clubs	
10:30PM	Night Checks	

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