

SUMMER SPRINGBOARD
Look Inward. Go Upward.

# Behavioral Economics Infosheet

**New student admissions for Summer 2027 are open.**

**2-Week Course**

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

## 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

## 2027 Dates

**Barnard College, Columbia University**

- Session 1: July 5 - July 17*

*Sessions starting July 5th will start on Monday, not Sunday (due to the holiday). During the first week, classes meet Tuesday through Friday, followed by Monday through Friday in week two.

## 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.

# 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:

**Apply by November 30 to lock in the lowest tuition of the year. Tuition increases on December 1.**

## 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)
- **Tuition**: $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
- **Tuition**: $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.

## Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

## Typical Schedule

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| 8AM | Breakfast |
| 9AM | Academic Course / Commuter Student Arrival |
| 12PM | Lunch |
| 1:30PM | Academics in Action or Recreational Activity |
| 3:30PM | CRWs, True You, or Academics in Action |
| 5-5:15PM | Commuter Student Departure |
| 6PM | Dinner |
| 7PM | Clubs |
| 10:30PM | Night Checks |

Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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