MSc
BEHAVIOURAL SCIENCE FOR MANAGEMENT
The MSc in Behavioural Science for Management is aimed at students with the motivation to become the next generation of leaders, finding solutions to questions that exist at the interface between economics, psychology, business and policy.

You will gain advanced training in behavioural theory, learn a comprehensive suite of behavioural research methods and gain a deep understanding of how this ‘toolkit’ can be applied to solving critical problems.

This course draws on the expertise of the globally recognised experts attached to Stirling’s Behavioural Science Centre – the only behavioural economics group in Scotland and among only a handful in the UK and Europe.

The MSc Behavioural Science for Management covers an extensive range of topics, behavioural medicine to policy applications to experimental design.

The research methods module provides students with the tools to carry out their own research.

The staff of the Behavioural Science Centre are very dedicated, encouraging and supportive of students not only with course work but with job applications, interview preparation as well as the development of their own research skills. I would highly recommend this course.

FIONNUALA O’REILLY
MSc Behavioural Science for Management
Top reasons to study with us

1. **Vibrant research environment**
   and strong external collaborations with the RAND Corporation in Santa Monica and Gallup Europe

2. **Strong academic record**
   the Stirling Behavioural Science Centre is regularly published in leading journals, including The Financial Times and Time Magazine

3. **Guest lectures**
   from leading researchers and policy makers

4. **Stirling’s global research rating**
   we’re among the top 25 in the UK according to REF 2014

5. **Build your global network**
   study alongside international students across a range of business disciplines
**GROWTH AREAS**

**POLICY**
The UK Government Cabinet Office has a Behavioural Insights team, which draws on insights from the growing body of academic research in the fields of behavioural economics and psychology. Its work is increasingly being adopted in other countries. A number of our students have secured employment here.

**MARKETING AND MARKET RESEARCH**
A qualification in Behavioural Science for Management gives our graduates an advantage, as it provides a unique understanding of consumer perceptions and contributes to an improved insight into how products are presented, priced and promoted.

**BEHAVIOURAL HUMAN RESOURCES**
There is demand for skills in this specialism within organisational development, organisation design, resourcing and talent development and employee engagement.

**SURVEY RESEARCH**
There is strong demand among government, state agencies, other public bodies and businesses for the types of sophisticated research design, data collection and reporting skills you will develop during your MSc Behavioural Science for Management course at Stirling.

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**Course content**
For further information on course content visit: [http://stir.ac.uk/a4](http://stir.ac.uk/a4)

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**Behavioural Science**

Behavioural Science seeks to answer key questions about how people behave and what influences the decisions they make, for example:

- What determines whether people are impulsive, take risks, or cooperate?
- What factors influence behaviour change?
- What influences do different cultures and societies have on human behaviour?

Behavioural Science uses the knowledge derived from the study of such questions to develop solutions to crucial economic, political, commercial and social challenges, for example:

- How can we increase the efficient use of Energy?
- How can pension savings rates be increased?
- How can randomized controlled trials be used to test and evaluate public policy?
- How do we ensure consumers find value and make purchases they are satisfied with?.
On completion of this course you will be ready and able to contribute innovative solutions to businesses, governments and society. The MSc Behavioural Science for Management equips you to build a successful career in a range of areas including: regulation and policy development, survey research, human resource management, advertising, and consumer and social marketing.

There is international demand for academic research and professional and third-level education and training provision in this rapidly evolving subject area. The MSc Behavioural Science also provides an excellent entry for those thinking of progressing to PhD, an essential requirement for advancement at scientific institutes and employment at leading universities.

Behavioural Science for Management has provided a persuasive account of human decision-making that is increasingly informing policy and business thinking worldwide.

This course aims to meet demand from government, state agencies, and non-governmental organisations focusing on policy design and implementation as well as industry demand for behavioral skills from business areas like marketing and retail.

DR MICHAEL DALY
Course Director
Semester 1

**Behavioural Economics I Concepts and Theories**
Provides an advanced introduction to the principles of behavioural economics.

**Psychology of Work**
Develops understanding of the application of psychology in modern workplaces, including in the following areas: design of work environments; personnel selection and assessment; performance appraisal; counselling; professional development; employee relations and motivation; and, organisational development and change.

**Understanding and Using Statistics**
Equips students to conduct, interpret and appropriately report statistical analysis to a publishable standard.

Semester 2

**Behavioural Economics II Business and Policy Applications**
Deepens understanding of core theoretical concepts and develops the capacity to gauge the role of behavioural factors in business and policy.

**Experiments for Decision Making in Business and Policy**
Develops understanding of evidence-based decision-making and designing and conducting industry-relevant experiments.

**Survey Measurement and Analysis**
Covers advanced methods of survey design and other measurement techniques and a range of methods to assess and evaluate research results of contacts at the outset of your career.

ABOUT THE COURSE
This full-time course consists of two semesters of taught modules and a three-month dissertation period.

Course structure
POSTGRADUATE STUDY AT STIRLING

ON CAMPUS
Taking advantage of Scotland’s pristine natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students are offered campus accommodation and study areas conducive to working towards successful completion of a Master’s degree.

The University offers extensive indoor and outdoor sports facilities, a shopping precinct and arts centre. We have a large team of librarians and IT specialists available for one-to-one guidance with research skills and use of the University’s high-tech learning environment. Assistive technologies are available for students with disabilities.

STUDENT AND ALUMNI SUPPORT
The University of Stirling Graduate School will support you in making the most of your time at Stirling – ensuring you develop your skills and, crucially, your employability within a rich academic environment. We have excellent links with major employers in business and industry, and our academic schools and careers service work closely with these to prepare work and professional practice opportunities.

Our relationship with students does not stop at graduation: we maintain and build links with our extensive network of alumni. We facilitate social and networking events for our former students in the UK and elsewhere.

ACCREDITATION AND AFFILIATION
We are a member of the Association of Business Schools; the European Foundation for Management Development; in partnership with the Chartered Management Institute; and are signatories to the Principles for Responsible Management Education.

PREPARING BUSINESS LEADERS OF THE FUTURE
Postgraduate education at the University of Stirling Management School goes beyond textbooks and lecture rooms by also focusing on professional and personal development. Our unique Flying Start Leadership programme, at the beginning of the academic year, equips students with the awareness, knowledge and techniques essential for building a successful career. These range from practical skills, like effective public speaking, to developing ways to work under pressure in difficult situations and manage conflict.
ENTRANCE REQUIREMENTS

You’ll need a minimum of a second class honours degree in any subject, or an equivalent qualification. However, you can still apply if you don’t have these formal qualifications, but bring significant work experience in a relevant area.

If you don’t meet the required criteria for this course, you can complete the Graduate Diploma in Business, Finance and Sport to gain a guaranteed entry onto this Master’s degree: http://stir.ac.uk/1dm

For details of English language requirements for this course, visit: http://stir.ac.uk/3f

FEES, FUNDING AND SCHOLARSHIPS

The University of Stirling Management School is committed to investing in academically talented students. There are various categories of funding available to support the cost of your studies at the University of Stirling.

Information about scholarships and funding may be found at: www.stir.ac.uk/scholarships