### Programme Specification ARO 034a

#### Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
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<tbody>
<tr>
<td>Partner Institution</td>
<td>n/a</td>
</tr>
<tr>
<td>Programme Name</td>
<td>MSc Behavioural Science for Management</td>
</tr>
<tr>
<td>Award e.g. BSc (Hons), MA etc.</td>
<td>MSc</td>
</tr>
<tr>
<td>Faculty</td>
<td>Stirling Management School</td>
</tr>
<tr>
<td>Division (if applicable)</td>
<td>Economics</td>
</tr>
<tr>
<td>UCAS Code (UG only)</td>
<td>n/a</td>
</tr>
<tr>
<td>Programme Code</td>
<td>TXX44-BHS</td>
</tr>
<tr>
<td>Mode of Study</td>
<td>Full Time ✓</td>
</tr>
<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK ✓</td>
</tr>
<tr>
<td>Admission Points</td>
<td>September ✓</td>
</tr>
<tr>
<td>Length of Programme</td>
<td>1 year</td>
</tr>
<tr>
<td>SCQF Level</td>
<td>11</td>
</tr>
<tr>
<td>Total Credit Value</td>
<td>180</td>
</tr>
<tr>
<td>ECTS Credit Value</td>
<td>90</td>
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<tr>
<td>Relevant QAA Subject Benchmark</td>
<td>Business and Management (2015)</td>
</tr>
<tr>
<td>Professional Body Accreditation</td>
<td>n/a</td>
</tr>
<tr>
<td>Programme Director</td>
<td>Dr David Comerford</td>
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<tr>
<td>Advisor of Studies</td>
<td>Dr David Comerford</td>
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#### Section 2 Overview

**PROGRAMME SUMMARY**

This course teaches you the core theory and methods of behavioural science and behavioural economics, and how these can be applied to business and policy-relevant issues. It offers you the opportunity to gain advanced training in behavioural theory, to learn a comprehensive suite of behavioural methods, and to
understand how this ‘toolkit’ can be applied to explain and inform the decisions made by stakeholders, workers and consumers.

Our behavioural science students benefit from the vibrant research culture within the Stirling Behavioural Science Centre with a regular programme of visiting speakers (over 100 in the past three years), leading academics and policy and industry professionals. Students also gain from close access to programme staff with specialist knowledge in judgement and decision-making and in the application of behavioural science to an extensive set of areas including physical and mental health, education, the environment, and the economy. Our prior students have gone on to posts in leading organisations and can attest to the added value that completing the Stirling MSc in Behavioural Science for Management brings.

Key Features of the Programme (including what makes it distinctive)

- The Course has been developed in consultation with the Behavioural Science Centre at Stirling. The centre holds grants from the EU Commission, SIRE, ESRC and Templeton foundation and aims to become a leading research centre in Behavioural Science in Europe.
- You will benefit from the vibrant research environment and the links with Industry and Policy groups being developed by Stirling Management School. External collaborations include the RAND Corporation in Santa Monica and Gallup Europe.
- The Stirling Behavioural Science Centre produces strong research in this area, published in leading journals and disseminated widely through the press (including The Financial Times and Time Magazine).
- Students will benefit from expert lectures and specialist guest lectures from leading researchers and policy-makers.

PROGRAMME AIMS

On successful completion of this programme, you should have:

1. Developed an in-depth understanding of the core concepts and theory in behavioural economics;
2. The ability to understand the relevance of subfields of psychology (e.g. personality, IO) to business;
3. The ability to critically appreciate the psychological foundations of key concepts in behavioural science;
4. Developed an understanding of how behavioural science has been and can be applied to policy contexts;
5. Become proficient in carrying out statistical analyses (e.g. OLS, probit regression) using standard software;
6. The ability to design behavioural experiments and understand key issues involved in conducting and drawing conclusions from behavioral experiments;
7. The ability to understand methods of measurement and how they are employed across key domains in behavioural science (e.g. personality, preferences, well-being, health);
8. The ability to critically appreciate the complex conceptual, design, and statistical issues involved in testing causality in behavioural science;
9. The ability to develop, present and communication arguments clearly and logically both in writing and orally;
10. The ability management time effectively to meet deadlines;
11. The ability to demonstrate self-direction and the capacity to seek out relevant information, synthesise materials, and produce outputs with minimal supervision;
12. The ability to conduct an independently constructed piece of research (i.e. dissertation) that shows a highly developed understanding of methodological issues;
13. The ability to work effectively as part of a team.

WHAT WILL I BE EXPECTED TO ACHIEVE?

Detailed Learning Outcomes
On successful completion of this programme, you should be able to:
Knowledge and Understanding:
1. 
2. 
3. 
4. 
5. 
6. *(delete and add rows as needed)*

Intellectual, Practical and Transferable Skills and other graduate attributes:
1. 
2. 
3. 
4. 
5. 
6. *(delete and add rows as needed)*

Values and Attitudes:
1. 
2. 
3. 
4. 
5. 
6. *(delete and add rows as needed)*

**HOW WILL I LEARN?**

This is a one-year full-time course of two semesters, followed by a three-month independent study period on a dissertation.

You will be taught in lectures, tutorials and seminars, practical labs and workshops, presentations and through practical case study exercises.

**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

Assessment and Assessment Criteria
The course uses a variety of assessment methods ranging from individual assignments, business reports, class tests, individual presentations, research design and examinations.

Assignments and essays are used to test research skills with a strong emphasis on critical analysis and reflective insights. The assignments also provide the opportunity to develop and assess your problem definition and management communication skills, and capability with key software packages; presentations provide a test of oral communication skills, as well as providing another mechanism for assessing case study analysis.

Feedback on Assessment
You will receive feedback on coursework within 3 weeks of completion of the assessment. Feedback is usually provided electronically on formal coursework. Feedback and Guidance sessions with teaching staff are available on all modules. These provide regular opportunities to discuss feedback further. More information about feedback on assessment can be found here; [http://www.stir.ac.uk/academicpolicy/handbook/assessment/](http://www.stir.ac.uk/academicpolicy/handbook/assessment/)

Assessment Regulations
Highlight any exceptions to the assessment regulations for this programme
n/a

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:
https://www.stir.ac.uk/regulations/postgraduate/assessmentandawardofcredit/

**WHAT WILL I STUDY?**

**Year 1**

Total year 1 credit value = 180  
Compulsory credits = 180  
Option credits = 0

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tbody>
<tr>
<td>Behavioural Economics I: Concepts and Theories</td>
<td>BSMP001</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
</tr>
<tr>
<td>Psychology of Work</td>
<td>BSMP002</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
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<tr>
<td>Understanding and Using Statistics</td>
<td>MRMP003</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
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<tr>
<td>Behavioural Economics II: Concepts and Theories</td>
<td>BSMP002</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Experiments for Decision Making in Business and Policy</td>
<td>BSMP004</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Survey Measurement &amp; Analysis</td>
<td>BSMP005</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
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<tr>
<td>Dissertation</td>
<td>BSMP099</td>
<td>60</td>
<td>Summer</td>
<td>11</td>
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**READING LIST**

Reading lists are specific to each module, there is no standard reading list for the overall programme.

**Section 3 Student Support [PLEASE UPDATE AS NEEDED FOR THE STUDENT COHORT]**

**SUPPORT FOR STUDENT LEARNING**

**Induction**
You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

**Flying Start Leadership Programme**
The programme takes part in the wider SMS Flying Start Leadership programme. It’s exclusively for new students about to start one of our postgraduate courses. You take part in a wide range of group and individual activities, workshops and information sessions to help you prepare for the year ahead, and make the most of your time at the University of Stirling Management School.

The programme ensures that you:
- Discover more about the exciting period of learning ahead;
- Understand what is expected of you in your course;
- Get to know the teaching and support staff;
- Learn more about a diverse range of approaches to learning;
- Work as part of a successful team;
Develop your personal goals for the year ahead; Activities range from practical skills – such as effective public speaking – to developing ways to work in groups with other students.

**Study Skills Support**
Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:
- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

**What SLS are able to do:**
- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)

**STEER**
STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

**Stirling Graduate School**
For Research Postgraduate Students the Stirling Graduate School as well as your own faculty will provide support. More information can be found here: [http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/](http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/)

**Academic and Pastoral Support**

**Adviser of Studies:** Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

**Personal Tutor:** The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)

**Support and Wellbeing:** At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies,
Section 4 Programme Evaluation and Enhancement

METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING

Module Evaluation
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/

Student/Staff Consultative Committees (SSCC)
Student/Staff Consultative Committees will meet twice per semester, and shall routinely address issues arising from student feedback on modules, the programme, as well as broader issues on academic policy.

Module Review
At the end of each semester, each Module Co-ordinator will complete a Module Review Form, which will highlight issue, how these were resolved, and areas of good practice.

Annual Programme Monitoring Review
Annual Programme Monitoring Review Forms will be completed at the end of each academic cycle. This is an opportunity for the Programme Director and the wider teaching team to review the programme. This includes a review of SSCCs minutes; feedback from the External Examiner; a review of all modules (strengths and areas of good practice, issues, responses); the range of assessment in the programme; the continuing appropriateness of the curriculum; adequacy of learning resources; quantity and quality of professional placements (if applicable); professional accreditation (if applicable); the effectiveness of changes implemented since the previous report; and outline any proposed changes for future cohorts.

Programme Review
Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/

External Examiner(s) (To be added following Stage 2 approval)
Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

Once you complete this course you’ll be ready and able to contribute innovative solutions to many businesses, governments and society.

The specialist knowledge you’ll gain will be invaluable in building a long-term career in business areas such as human resource management, advertising, regulation, consumer marketing, social marketing and survey research. It will also help you to inform the design and implementation of public policy.

How does this programme facilitate your development of the Graduate Attributes?

**Connected**

**Innovative**

**Transformative**

**WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?**

n/a

**WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?**

n/a

**WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?**

Doctor of Business Administration

Doctor of Philosophy

**WHAT OTHER INFORMATION DO I NEED TO KNOW?**

Information that should be displayed at module registration and/or on the Degree Programme Table webpages to help students understand any programme specific requirements or agreed exceptions to regulations. This could also include useful information that will enable a student to decide to take this programme, prepare for the programme, or that will be useful to them on completion of the programme e.g. professional recognition/accreditations etc.

Section 6 Admissions

**HOW DO I ENTER THE PROGRAMME?**
You’ll need a minimum of a second-class honours degree or an equivalent professional qualification. Applicants without these formal qualifications, but with significant and relevant work/life experience are encouraged to apply.

If English isn’t your first language, you must have one of these qualifications:

- IELTS: 6.5 with 6.0 minimum in each skill
- Cambridge Certificate of Proficiency in English (CPE): Grade B or above
- Cambridge Certificate of Advanced English (CAE): Grade A or above
- Pearson Test of English (Academic): 67 with 55 in each component
- IBT TOEFL: 100 with no subtest less than 20

More information on English language requirements

If you don’t meet the required score you may be able to register for one of our pre-sessional English courses. To register you must hold a conditional offer for your course and have an IELTS score 0.5 or 1.0 below the required standard. View our range of pre-sessional courses.