MSc
Behavioural science for Management

Be Stirling
BE THE DIFFERENCE
The MSc Behavioural Science for Management covers an extensive range of topics, from behavioural medicine to policy applications and 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

You will gain advanced training in theories of decision making, be trained to lead behavioural challenge workshops, learn a comprehensive suite of behavioural research methods and gain a deep understanding of how this ‘toolkit’ can be applied to solving problems faced by business and society.

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.

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1. Vibrant research environment
   Current students are working with organisations that include Sports Scotland, the Food Standards Agency, Glasgow Film Theatre and the Scottish and Swedish Blood Transfusion Services

2. Teaching excellence
   Stirling’s Economics Division, is ranked 10th in the UK by the Guardian University Guide 2020

3. Academic excellence
   our research features in top journals and in the Financial Times, Time and the Harvard Business Review

4. Networking opportunities
   include an annual conference and regular visits from industry experts including former students

5. Diversity
   our staff and students come from a wide range of geographies and academic disciplines

FOR FURTHER INFORMATION ON COURSE CONTENT VISIT: stir.ac.uk/a4
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.

Be 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 we increase worker productivity and satisfaction?
- How do we ensure consumers find value and make purchases they are satisfied with?

**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.

**Business**
Individuals who can apply the relevant behavioural insights to business challenges and gather appropriate evidence using experimental methods are highly valued in management roles.

**Charitable Sector**
Behavioural Science provides a rich understanding of motivations. That insight can be leveraged to promote charitable causes. Our course also offers the statistical methods to evaluate whether programs are effective.

**GROWTH AREAS**

**Policy**

**Marketing and market research**

**Behavioural human resources**

**Survey research**

**CAREER OPPORTUNITIES**

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"We have a proven track record mentoring our students to bring behavioural insights to bear on a broad range of topics including consumer choice and post-purchase satisfaction; employee wellbeing; public health; environmental sustainability; political advocacy and increasing online security. Our graduates have senior roles in HR; in communications; in regulation; in consultancy; in academia; and in the UK’s Behavioural Insights Team and other similar think-tanks worldwide.”

DR DAVID COMERFORD
Course Director
The MSc Behavioural Science for Management is a one-year, full-time course with two 15-week semesters, followed by a supervised dissertation.

**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.

**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.

**Evidence-Based Decision Making**  
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.

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

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**POSTGRADUATE STUDY AT STIRLING**

**On Campus**  
Taking advantage of Scotland’s outstanding natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students can apply for University accommodation and use study areas conducive to working towards successful completion of a Masters 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 Career Development Centre works closely with students in preparation for the transition to work.

The relationship with students does not stop at graduation. We maintain links with our alumni through international events and social media.

**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.

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**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.
ENTRY 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.

For details of English language requirements for this course, visit: 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: stir.ac.uk/1j5

CONTACT INFORMATION

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**stir.ac.uk/management**

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: recruitment@stir.ac.uk

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