

Behavioural Science for Management

University of Stirling

Venues

Stirling Campus

Content

Looking to work at the cutting edge? This pioneering Masters in Behavioural Science for Management will provide you with an in-depth knowledge of the theory and practice of behavioural science and behavioural economics, and how this can be applied to predict the decisions of consumers, firms, citizens and regulators.

The course motivates you to apply behavioural science to answer some of the biggest questions facing society – for example, ‘how can we improve people’s wellbeing?’, ‘how can we help people save more for the future?’, and ‘how can we foster more effective environmental behaviours?’.

Demand for managers with behavioural science knowledge and skills is growing in many different industries. With this course you’ll be fully equipped to break new ground in industries such as: Marketing and market research; Human resources; Survey research; Business; and Policy.

You can exit at the end of 6 months with a PgDip Behavioural Science for Management.

You can exit at the end of 9 months with a PgDip Behavioural Science for Management.

Start Date

September

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 year

Department

Stirling Management School

Entry Requirements

A minimum of a second class honours degree or equivalent. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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Website

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