



MSc Economics: Behavioural Insights

Understand how people think. Shape how the world works.

The **MSc Economics: Behavioural Insights** at the University of Exeter combines cutting-edge economic theory with powerful behavioural science tools to help you understand, predict and influence decision-making in the real world.

Future-focused now.



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Exeter: A hub for global behavioural economics research and collaboration

The University of Exeter's Department of Economics is considered home to one of the largest and most internationally recognised groups of behavioural and experimental economists in the world, with more than 25 faculty members who specialise in the field.

Our researchers have trained and worked at leading global institutions including Cambridge, Harvard, Melbourne, MIT, Monash, Oxford and Toronto, and bring a truly international

perspective to their work. Their expertise is recognised globally, working with the Behavioural Insights Team, the World Bank, government departments, and private organisations around the world.

We are also home to the FEELE Lab, a cutting-edge facility for experimental research, and host a regular research seminar series, featuring global thought leaders in behavioural economics.

“You’ll have support throughout your degree, working with an expert behavioural economist as your personal academic tutor.”

Dr Edwin Ip, Programme Director

A curriculum designed for impact

Gain deep theoretical knowledge and practical expertise through innovative modules, hands-on projects, and international opportunities:

- **Specialist modules:** Behavioural Finance, Experimental and Behavioural Economics, Optimisation Techniques and Study Design. gain valuable experience through a data-focused international internship.
- **Capstone Applied Project:** Design your own real-world behavioural intervention with guidance from experts.
- **QTEM Programme:** Apply to join the QTEM network. Study abroad at a leading partner institution, and
- **Optional modules:** Customise your degree to suit your career needs with a wide range of optional specialist modules covering areas such as environment and sustainability, international development, product innovation, and strategy.



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Invest in your future

MSc Economics: Behavioural Insights equips you with the analytical thinking skills of an economist and the behavioural insight to understand and influence real-world decisions. You'll graduate with a strong set of in-demand skills, suitable for a range of careers in:

- Government and public policy
- Consulting and financial services
- NGOs and international organisations (e.g. UN, World Bank, OECD)
- Marketing, advertising, consumer analytics and product design
- Research and PhD study

With expert academic and careers support, you'll be prepared to lead in a world increasingly shaped by data and behaviour.



“Exeter truly offers more than just a degree; it’s a community that nurtures growth and fosters lifelong connections. The professors here are not just knowledgeable; they’re genuinely invested in our growth. They go the extra mile to ensure we grasp the concepts and are always there to lend a helping hand.”

Isha, University of Exeter Business School, Graduated 2024



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