



University
of Glasgow

MSc Behavioural Science

Master Behaviour,
Shape Business,
Impact Society



This unique programme is a collaboration between the Adam Smith Business School and the School of Psychology & Neuroscience. It combines knowledge from Economics, Business, Finance, Psychology, and Neuroscience to develop future behavioural scientists. You will have access to cutting-edge methods, modern lab facilities, and strong industry partnerships.

Key Facts:

- **Duration:** 12 months full-time
- **Delivery:** In-person
- **Teaching starts:** September
- **Academic contact:** business-recruitment@glasgow.ac.uk



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Why choose MSc Behavioural Science at the Adam Smith Business School?

- **Multi-Disciplinary Approach:**

A unique decision-making programme combining insights from Economics, Management, Finance, Psychology, and Neuroscience.

- **Science and Business Tracks:**

A joint foundation for both tracks, ensuring consistency, with specialised skills based on your chosen track.

- **Theoretical & Practical Learning:**

Learn theory alongside quantitative, empirical, and market-driven research methods.

- **State-of-the-Art Lab Access:**

Use our new behavioural laboratory for real-world experiments, including dissertation research.

- **Industry Engagement:**

Take part in competitive, merit-based industry projects with real companies. Solve real business challenges, gain experience, and grow your professional network.

After graduation: What jobs can you get with this degree?

The programme will develop adaptable behavioural scientists with diverse skills, offering exceptional career opportunities across various sectors. You will be able to choose between career 2 tracks:

Science Track

Equips graduates with neuro-scientific skills and interdisciplinary expertise in Behavioural Science, ideal for pursuing a PhD or research roles in various sectors.

Business Track

Prepares graduates for careers in policy or business, focusing on decision science for practical applications in diverse industries and market systems.

Find out more and join us today:
glasgow.ac.uk/postgraduate/taught/behavioural-science